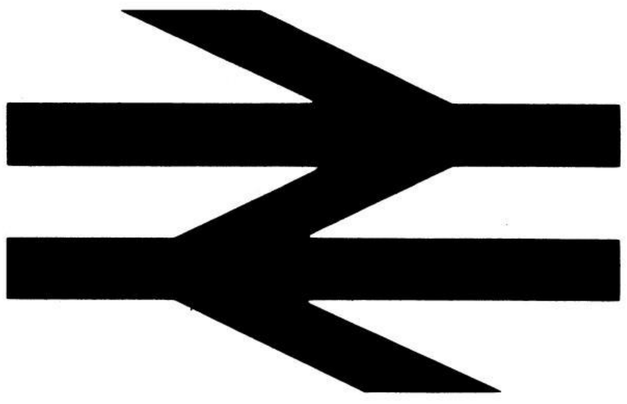


Corporate Identity Manual

British Railways Board, 222 Marylebone Road, London N.W.1.

List of sheets

Binder 1

		Frontispiece
		Contents
	July 65	Foreword
0/1	April 66	Introduction
		Authorised applications

Section 1 Basic Elements

1/01	April 65	General notes
1/02	April 65	Symbol
1/03	April 65	Symbol in boxes
1/04	April 65	Symbol with grid, positive
1/05	April 65	Symbol with grid, negative
1/06	April 65	Symbol in colour
1/07	April 65	Symbol and British Rail
1/08	April 65	Symbol and British Rail with grid, positive
1/09	April 65	Symbol and British Rail with grid, negative
1/10	April 65	Rail alphabet, general instructions
1/11	April 65	Rail alphabet, black letters
1/12	April 65	Rail alphabet, white letters
1/12/1	Sept 65	Rail alphabet in outline, lowercase
1/12/2	Sept 65	Rail alphabet in outline, uppercase and numerals
1/13	June 65	Symbols, solid, various sizes
1/14	June 65	Symbols, outline, various sizes
1/15	Jan 68	Symbols, correct and incorrect
1/30	Jan 69	House colours, notes (revised)
1/31	Jan 65	Rail Blue, colour sample
	Jan 65	Rail Blue, detachable samples
1/32	Jan 65	Rail Red (Flame Red), colour sample
	Jan 65	Rail Red (Flame Red), detachable samples
1/33	Jan 65	Rail Grey, colour sample
	Jan 65	Rail Grey, detachable samples
1/45	Jan 66	Symbol for stencil application
1/46	Jan 66	House flag for use on land
1/47	Jan 66	Accident Prevention Service logotype
1/48	Jan 68	Catering Service logotype
1/49	Jan 68	Catering Service logotype in colour

Rail Alphabet

Rail Alphabet was originally designed for signposting. It is now also used for headlines and textmatter where Corporate Identity lettering is required.

Rail Alphabet is measured over x-height (the height of the lower-case letter 'x'). For multi-worded signs and display setting the distance between lines is determined by the letter tiles being butted together vertically. This ensures consistent interline spacing equal to x-height. Headings should always be set in upper and lower-case, not in capitals; and display lines should be ranged left, not centred.

Where it is not practicable to set matter in Rail Alphabet, Helvetica Medium may be substituted. For setting text in small sizes, Helvetica Regular and Helvetica Light are recommended.

For guidance on Corporate Identity typesetting, consult the Director of Industrial Design.

House Colours

The house colours are Rail Red, Rail Grey and Rail Blue. The use of these colours is controlled and is restricted mainly to livery and display purposes. Used with a predominance of one colour, they enhance one another. Rail Red and Rail Blue should always be separated by white.

Other colours have been approved for addition applications , full details of which are given in individual sections of this Manual.

Manual Distribution

This Manual is distributed by the Industrial Design Department. Applications for individual sheets or sections should be made to the Department at the address appearing below.

The sheets in the manual have a two-part (or sometimes three-part) number that uniquely identifies each page. The first number is the Section Number. The second number is the sheet number within that section. Where a third number is present, the sheet so identified is connected specifically with the preceding page. For example, the sheet reference *2/03/4* implies that the sheet is part of Section 2 and that it is the fourth sheet of supplementary material deriving from Sheet 03 in Section 2 (the reference of which would be *2/03*).

Director of Industrial Design
British Railways Board
222 Marylebone Road
London NW1 6JJ

April 1985

The Contents page overleaf shows the anticipated future extent of the Corporate Identity Programme to be covered by the Manual.

The first three major sections only are included in this binder. Further sheets for inclusion in these sections will be issued shortly, and extra binders with thumb-index cards for the remaining sections will be supplied later as necessary.

1 Basic Elements	Symbol, logotype, lettering, colour.
2 Printed Publicity	For use of HQ, Regional, Local and Agencies promotional printing, brochures, posters, informative printing, timetables, notices, press advertising and TV, exhibition and window displays, film titles, report covers, etc.
3 Architecture and Signposting	External signs, platform signs, station equipment, notices, fixing details, advertising hoardings; except Liner Train depots.
4 Rolling stock	Liveries and lettering for locomotives, passenger and freight trains except Liner Trains.
5 Lineside equipment	Equipment such as automatic crossing barriers, signal equipment, special public and staff notices.
6 Road vehicles	Liveries and lettered applications to vehicles, except for Liner Train services.
7 Ships	Liveries, signs, flags, equipment, docks equipment, gangways, etc.
8 Liner Trains	Liveries of containers, road vehicles, and special sign-posting for terminals.
9 Uniforms	Station staff, train crews, marine services, road services, workshops and catering, etc.
10 Stationery	Letter headings, forms.
11 Miscellaneous	These sheets show application of the Symbol to various miscellaneous items. Applications of this nature should not be made without reference to Director of Industrial Design.
12 Appendices - including Index	A. Recommendations for Minor Improvements to Stations (Revised). B. Stock list of approved designs for furniture and fittings (Revised). Complete Index with cross references to B.R. Standard Catalogue.

Foreword

The future of British Railways depends upon what the travelling public and industry think of them, and to create the right public impression we have to provide good service and also present an appearance of smartness and efficiency. Neither is a substitute for the other—both are necessary.

The best way of creating the right visual impression of an organisation as widespread as ours is the consistent use of the same well designed distinguishing features wherever they can appropriately be embodied. This gives cumulative impact to the features used, causes the organisation's facilities to be easily recognised, and produces a corporate identity which reflects the unity of the organisation behind all our activities.

The distinguishing features to be used are the new symbol, the standard lettering, the new liveries and the new uniforms, supported by "face lifts" to our buildings. Their effective use depends upon their incorporation, stage by stage, into all parts of the system: passenger and freight rolling stock; stations, town offices and other buildings; signposts; printed publicity material of all kinds; road vehicles; and uniforms of railway staff.

The way in which all the features should be applied, to achieve consistency of effect over our whole system, is set out in this Manual and I am sure that I can rely upon all concerned to see that our corporate identity programme is carried out with sustained enthusiasm and by correct use of the Manual.

July 1965

Foreword

It is now five years since our new Corporate Identity was launched. That it has been successful has recently been publicly acknowledged by the presentation by HRH The Duke of Edinburgh, of the Royal Society of Arts' Presidential Award for Design Management. The citation makes particular reference to standards achieved in our Inter-City services and expresses hopes to encourage thorough application to all parts of our system.

In distributing Parts 3 and 4 of the Manual the Board are recognizing the commercial advantage of the Corporate Identity and they look to all staff to co-operate in ensuring that British Rail is seen to be a single minded whole. This has become especially important with the setting up of the new companies which are competitive with us in certain fields.

With the object of systematic development and the maintenance of standards the Board's Corporate Identity Steering Committee will continue to function under the chairmanship of the Director of Industrial Design to whom problems of application, especially questions of principle, should be referred. It is the responsibility of the Steering Committee to issue from time to time such further guidance as is necessary.

Besides the four parts of this Manual, the following additional information has been issued separately bound :

Graphic Applications Supplement Mainly a reprint of Manual sheets for advertising agents, studios and exhibition contractors.

British Rail Catering Supplement A selection of sheets from the Manual dealing with signs, printed material and uniforms, etc., for the use of British Rail Catering staff.

Signposting Supplement A handbook of information sheets simplifying Manual instructions on all aspects of signing including station and lineside signs and carriage notices, extensively cross-referenced to the BR catalogue and with metric dimensions.

Signs and Notices for Ships A special supplement now in preparation.

Guide to BTH House Style For commercial reasons British Transport Hotels have a separate and distinctive house style. This guide sets out the basic elements.

From requests we receive for our Manual and other information with regard to our Corporate Identity Programme it is evident that as a service industry we are setting standards which many similar large organisations aspire to emulate. It is up to us to maintain this lead.

Henry Johnson

January 1970

Chairman

Foreword

It is now seven years since our new Corporate Identity was launched. That it has been successful has recently been publicly acknowledged by the presentation by HRH The Duke of Edinburgh, of the Royal Society of Arts' Presidential Award for Design Management. The citation makes particular reference to standards achieved in our Inter-City services and expresses hopes to encourage thorough application to all parts of our system.

In distributing more sheets of the Manual the Board are recognizing the commercial advantage of the Corporate Identity and they look to all staff to co-operate in ensuring that British Rail is seen to be a single minded whole. This has become especially important with the setting up of the new companies which are competitive with us in certain fields.

With the object of systematic development and the maintenance of standards the Board's Corporate Identity Steering Committee will continue to function under the chairmanship of the Director of Industrial Design to whom problems of application, especially questions of principle, should be referred. It is the responsibility of the Steering Committee to issue from time to time such further guidance as is necessary.

Besides the four parts of this Manual, the following additional information has been issued separately bound :

Graphic Applications Supplement Mainly a reprint of Manual sheets for advertising agents, studios and exhibition contractors.

British Rail Catering Supplement A selection of sheets from the Manual dealing with signs, printed material and uniforms, etc., for the use of British Rail Catering staff.

Signposting Supplement A handbook of information sheets simplifying Manual instructions on all aspects of signing including station and lineside signs and carriage notices, extensively cross-referenced to the BR catalogue and with metric dimensions.

Signs and Notices for Ships A special supplement now in preparation.

Guide to BTH House Style For commercial reasons British Transport Hotels have a separate and distinctive house style. This guide sets out the basic elements.

From requests we receive for our Manual and other information with regard to our Corporate Identity Programme it is evident that as a service industry we are setting standards which many similar large organisations aspire to emulate. It is up to us to maintain this lead.

January 1972

Chairman

Foreword

The Railway has a unique opportunity to make a significant contribution to the quality of our national life.

As a major transport enterprise its success is dependent upon its power to attract custom. That in turn implies that its premises, rolling stock and all the aids provided to make the lot of the customer as easy and convenient as possible must be well designed.

We already have an enviable reputation for good design; and this reputation must be maintained on a continuing basis. Our Design Manual, which is constantly being updated, embodies the fruits of our design policy and records our accepted standards.

With the object of systematic development and the maintenance of standards the Board's Corporate Identity Steering Committee will continue to function under the chairmanship of the Director of Industrial Design to whom problems of application, especially questions of principle, should be referred. It is the responsibility of the Steering Committee to issue from time to time such further guidance as is necessary.

From requests we receive for our Manual and other information relating to our Corporate Identity Programme it is evident that as a service industry we are setting standards which many similar large organisations aspire to emulate. It is up to us to maintain this lead.

January 1977

Chairman

Introduction

sheet no.	0/1
issued	Apr 1966

The new corporate identity programme is being applied initially in certain fields and to predetermined priorities. By following these priorities vigorously, widespread dissemination of the Basic Elements will be achieved quickly.

The Basic Elements, consisting of the new symbol, logotype, house colours and lettering, are described in detail in the first section of this manual. Pictograms are also associated with the programme but they will be introduced only where appropriate at stations being equipped with signs carrying the new alphabet; they will be shown in the section on Stations.

1 **The new symbol**

The new symbol replaces the British Railways "totem" and the initials "BR" on printed publicity, certain structures and equipment. It will be applied to rolling stock only as instructed. The freight symbol used on road vehicles will also be retained for the time being.

The new symbol will normally be used in association with "British Rail" except where it is employed decoratively or where the wording is inappropriate or cannot be accommodated, for example on ship's funnels and on tableware. As the symbol becomes more universally known it may be more widely used without wording.

2 **"British Rail"**

This is to be used for all purposes except correspondence on behalf of the British Railways Board, and where the Board is legally committed to the use of the "British Railways Board" as defined in the 1962 Transport Act. (Examples include Parliamentary and legal proceedings, reports to the Minister or to Parliament, and legal documents of every kind.)

3 **The new lettering**

For all applications except printing, the new "Rail" alphabet will replace Gill Sans, Transport and any other lettering styles formerly used. For all printed application "Univers" typeface will be used except for headings in large sizes as specified in the Printed Publicity section of this manual.

4 **The new colours**

Samples of the three new house colours, Rail Blue, Rail Grey and Flame Red, will be found in the first section of this manual. In general they will replace Regional colours and shipping colours, and will be applied to rolling stock as directed from time to time. They will be applied immediately to stations, but only as laid down in Section 3, and also with specified variations, to printed publicity material and advertising. **Marine Grey will only be used on ships.**
Authority for the use of the house colours on other fixed and mobile equipment will be sought through the Director of Industrial Design or Chief Architect.

5 **Authorisation**

The table following this introduction lists fields of application so far authorized.

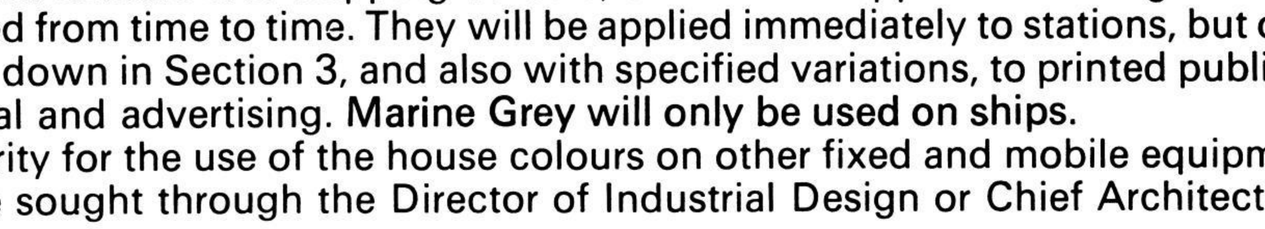
6 **Manual distribution**

This manual is being distributed through General Managers, Chief Officers and heads of appropriate departments.

7 **Further guidance**

Questions arising with regard to the principles of application of the elements should be referred to the Director of Industrial Design, the Chief Architect or the Chief Publicity Officer.

Note on sheet numbering



Sheet numbers will be allocated only by the Corporate Identity Programme Steering Committee.

Introduction

Sheet No	0/01
Issued	Jul 1985

Historical Background

Railway companies have been identified by their distinctive liveries since the early 1840's. In 1922, immediately prior to the grouping into the four Main Line Companies, there existed 27 main Companies with 94 subsidiary ones. All the larger Companies, and many of the smaller ones, had their distinctive liveries and crests. These were, broadly speaking, absorbed into the four Main Line Companies' livery schemes, which existed only for a period of 25 years, until nationalization in 1948. Subsequently, other variations appeared. In 1964, 16 years after nationalization, the British Railways Board approved a plan for one corporate identity for the whole transport system.

Preliminary studies for this were commenced in 1963, and a Steering Committee appointed, whose job it was, through the Board's Design Panel, to make recommendations for an overall scheme, with proposals for its implementation. These proposals, which included versions of the symbol, namestyle and new alphabet, together with examples of the house style applied to stations, ships, rolling stock, &c, were agreed by the Board in November 1964, and priorities were laid down. First applications were to advertising and printed publicity material.

The scheme was launched in January 1965, to coincide with a public exhibition held at the Design Centre, London, announcing the new proposals against the background of overall modernization of the Railways. Later that year the first part of the Corporate Identity Manual was issued. This defined the basic elements of symbol, logotype, lettering and colour, and gave directions for their use in applications to printed publicity, signposting and station fascias, &c.

The Plan of the Manual

The Corporate Identity Manual is supplemented by Information Sheets that cover detailed aspects of application, form the documentation of a central contract for station signing and incorporate various aspects of passenger information, typography and other printed material.

The Corporate Identity Steering Committee meets regularly to advise on specific applications, to deal with any problems of implementation and to offer help wherever it is seen to be required.

British Rail is one of the largest undertakings in the world to have attempted a complete change of its public face, and a great deal has been achieved since the inception of the scheme; but an organization like British Rail is always and inevitably moving with the times, changing and developing. New services are introduced that require to be fitted into the overall framework of the corporate identity so that all are clearly seen to belong to one establishment. The flexibility of the Board's corporate image is such that it can readily be adapted to changing circumstances and requirements.

Guidance on the correct application of the graphic design elements of the Board's Corporate Identity can be obtained from the Industrial Design Department, British Railways Board, 222 Marylebone Road, London NW1 6JJ.

Symbol

The symbol stands for our trading name, British Rail, and is used throughout the system. It must be accurately rendered. Photographic reproduction is advisable for all but the largest symbols, which may be drawn with the aid of the gridded examples given in the Manual.

For optical reasons the negative versions of symbol and lettering, i.e. white or light coloured for use on a darker background, are fractionally thinner than the positive versions in order to appear the same thickness. See under *Rail Alphabet*.

The symbol may be used with or without the rectangular box, in positive or negative form. The box bears a specific relationship to the symbol. An outline version of the symbol is also available. On no account should the proportions of the symbol or box be altered to suit particular applications.

"British Rail"

This is to be used for all purposes except correspondence on behalf of the British Railways Board, and where the Board is legally committed to the use of the "British Railways Board" as defined in the 1962 Transport Act. (Examples include Parliamentary and legal proceedings, reports to the Minister or to Parliament, and legal documents of every kind.)

Rail Alphabet

Rail Alphabet was originally designed for signposting. It is now also used for headlines and textmatter where Corporate Identity lettering is required.

Rail Alphabet is measured over x-height (the height of the lower-case letter 'x'). For multi-worded signs and display setting the distance between lines is determined by the letter tiles being butted together vertically. This ensures consistent interline spacing equal to x-height. Headings should always be set in upper and lower-case, not in capitals; and display lines should be ranged left, not centred.

Where it is not practicable to set matter in Rail Alphabet, Helvetica Medium may be substituted. For setting text in small sizes, Helvetica Regular and Helvetica Light are recommended.

For guidance on Corporate Identity typesetting, consult the Director of Industrial Design.

House Colours

The house colours are Rail Red, Rail Grey and Rail Blue. The use of these colours is controlled and is restricted mainly to livery and display purposes. Used with a predominance of one colour, they enhance one another. Rail Red and Rail Blue should always be separated by white.

Other colours have been approved for addition applications , full details of which are given in individual sections of this Manual.

Manual Distribution

This Manual is distributed by the Industrial Design Department. Applications for individual sheets or sections should be made to the Department at the address appearing below.

The sheets in the manual have a two-part (or sometimes three-part) number that uniquely identifies each page. The first number is the Section Number. The second number is the sheet number within that section. Where a third number is present, the sheet so identified is connected specifically with the preceding page. For example, the sheet reference *2/03/4* implies that the sheet is part of Section 2 and that it is the fourth sheet of supplementary material deriving from Sheet 03 in Section 2 (the reference of which would be *2/03*).

Director of Industrial Design
British Railways Board
222 Marylebone Road
London NW1 6JJ

April 1985

Authorised applications of the basic elements of the Corporate Identity Programme

Field	Item	Elements	Introduction
Publicity and printed matter	All publicity, exhibition and display material, printed matter and announcements for the use of the public	All, as appropriate	Forthwith
	Staff information	All, as appropriate	Forthwith
	Working documents and other official matter	All, as appropriate	Forthwith
Films	Titles, etc	All, as appropriate	Forthwith
Stations, offices, goods depots, yards, motive power depots, works, shipping services premises and other installations	Exterior name signs	All, as appropriate	In accordance with programme agreed by Regional Architects
	All other signs and notices	Rail alphabet and, where authorised, pictograms	In accordance with programme agreed by Regional Architects
	Street direction signs	Symbol and alphabet	As directed*
Passenger rolling stock	Liveries	House colours (as appropriate)	L.M. Region new 25kv AC electric multiple unit stock as built Other stock as directed*
	Exterior lettering and numbering	Alphabet	As directed*
	Interior signs	Alphabet	As directed*
Freight rolling stock including service vehicles	Exterior lettering and numbering	Alphabet	As directed*
Locomotives	Liveries	House colours (Rail Blue)	L.M. Region 25kv AC electric locomotives as built or repainted Others as directed*
	Exterior lettering, numbering and badges	Symbol and alphabet	As directed*
Road vehicles (see also under Liner trains below)	All lettering and numbering	Alphabet	As directed*
Ships	Exterior livery	Symbol, House colours and Marine Grey	As ships are painted
	Interior signs and lettering	Alphabet	As built or re-signed
Liner train depots	All signs and notices	All, as appropriate	As installed
Liner train rolling stock (Flats, containers, open, covered and tankers)	Liveries, lettering and numbering	Symbol, House colours (Rail Grey and Flame Red) Alphabet	As built
Liner train road vehicles		Symbol and alphabet	As painted
All other equipment	Colours, lettering and badging	All, as appropriate	As directed*

*and agreed by Corporate Identity Steering Committee

Description and use

sheet no.	1/01
issued	Apr 1965

1 **The basic elements are:**

a The new symbol This consists of the two-way traffic arrows on parallel lines representing tracks.

b The logotype This consists of the words "British Rail" in upper and lower case lettering in the new alphabet.

c The alphabet This is the newly designed "Rail" alphabet in upper case, lower case, and numerals; it closely resembles, but is different from, "Univers" and other typefaces specified for printed applications.

d House colours The three colours are BR Rail Blue, BR Rail Grey and BR Flame Red. Variations of these for certain applications are BR Publicity Blue, BR Publicity Red and BR Marine Grey.

Further details of these basic elements will be found in the following pages of this section.

2 **Authority for applications** General policy on the application of the basic elements is laid down in the introduction to this manual. This will be amended from time to time.

3 **Use of symbol** The symbol may be used on its own, with or without the box or panel containing it. It must be used horizontally. The top arrow will always point to the right except for the isolated case of ships' funnels and ships' flags where the top arrow will point forwards on the port side. Proportions given in this manual will be strictly adhered to, both for the symbol and for the box or panel if used. On no account will the symbol or panel be altered to suit particular situations.

Where the symbol is used with the words "British Rail", the relationship to the lettering will be as shown in the manual. Where colour is required, the symbol will appear only in Flame Red on White or vice versa, or Rail Blue on White or vice versa. Exceptions are certain Printed Publicity and Shipping applications detailed under those Sections of the manual.

The symbol may also be used in the self colour of the material where fretted out or cast, engraved, stamped or woven, etc., but only with the approval of the Industrial Design or Architectural Departments.

4 **Use of symbol and logotype together** The main uses of the symbol and logotype together will be for printed publicity and station facades. The rulings in para. 3 above apply generally.

5 **Use of lettering** The "Rail" alphabet for signposting will be used in capitals and lower case, but all UPPER CASE only when specifically authorized.

General instructions for the use of the "Rail" alphabet for signposting are given on sheet No.1/10. and will be strictly followed wherever the alphabet is used. Details of applications to station signposting, rolling stock and other fields are given under the appropriate Sections. For all printed applications "Univers" or other specified typefaces will be used as laid down on sheet No.2/15. in the Printed Publicity Section.

6 **Use of house colours** The house colours, (matching samples included in this Section), are for use only as laid down in the Introduction and appropriate Sections of this Manual. They are not for use in the painting of stations or other railway buildings except for nameboards on facades.

Description and Use

Sheet No 1/01
Issued Apr 1985

The Basic Elements

There are four basic elements in the Board's corporate identity programme:

a The Symbol

This consists of the two-way traffic arrows on parallel lines representing tracks.

b The Logotype

This consists of the words *British Rail* in upper and lower case lettering in the new alphabet, which is upright, not sloping.

c The Alphabet

This purpose-designed alphabet, known as *Rail Alphabet*, comprises capitals (upper case), lower case, and numerals; it closely resembles, but is different from, *Helvetica Medium* as specified for printed applications.

d House Colours

The three house colours are Rail Blue, Rail Grey and Rail Red. Other colours have been approved for *specific* applications.

Further details of the Board's house colours and supplementary colours will be found in the following pages of this section and in sections later in the manual devoted to specific applications.

Authority for Applications

General policy on the application of the basic elements is laid down in the introduction to this Manual. This will be amended from time to time.

Use of Symbol

The symbol may be used on its own, with or without the box or panel containing it. It must be used horizontally. The top arrow must always point to the right. Proportions given in this manual must be strictly adhered to, both for the symbol and for the box or panel if used. On no account must the symbol or panel be altered to suit particular situations.

Where the symbol is used with the words *British Rail*, the relationship to the lettering must be as shown in the manual. Where colour is required, the symbol must appear only in Rail Red on White or vice versa, or Rail Blue on White or vice versa. Exceptions are certain Printed Publicity applications detailed in the relevant Sections of the Manual.

The Symbol may also be used in the self colour of the material where fretted out or cast, engraved, stamped or woven, &c, but only with the approval of the appropriate Board Committee, the Design Panel.

Use of Symbol and Logotype together

The main uses of the Symbol and Logotype together will be for printed publicity and station façades. The rulings in paragraph 3 above apply generally, and are exemplified in subsequent Sections of the Manual.

Use of Lettering

Only Rail Alphabet may be used for signposting, and only in lower case with initial capitals (for the commencement of legends and the initial letters of proper nouns).

General instructions for the use of Rail Alphabet for signposting are given on sheet No.1/10. and must be strictly followed. Details of applications to station signposting, rolling stock and other fields are given in the appropriate Sections. For all printed applications the specified variants in the Helvetica family of typefaces should be used, as defined in subsequent Sections of this Manual.

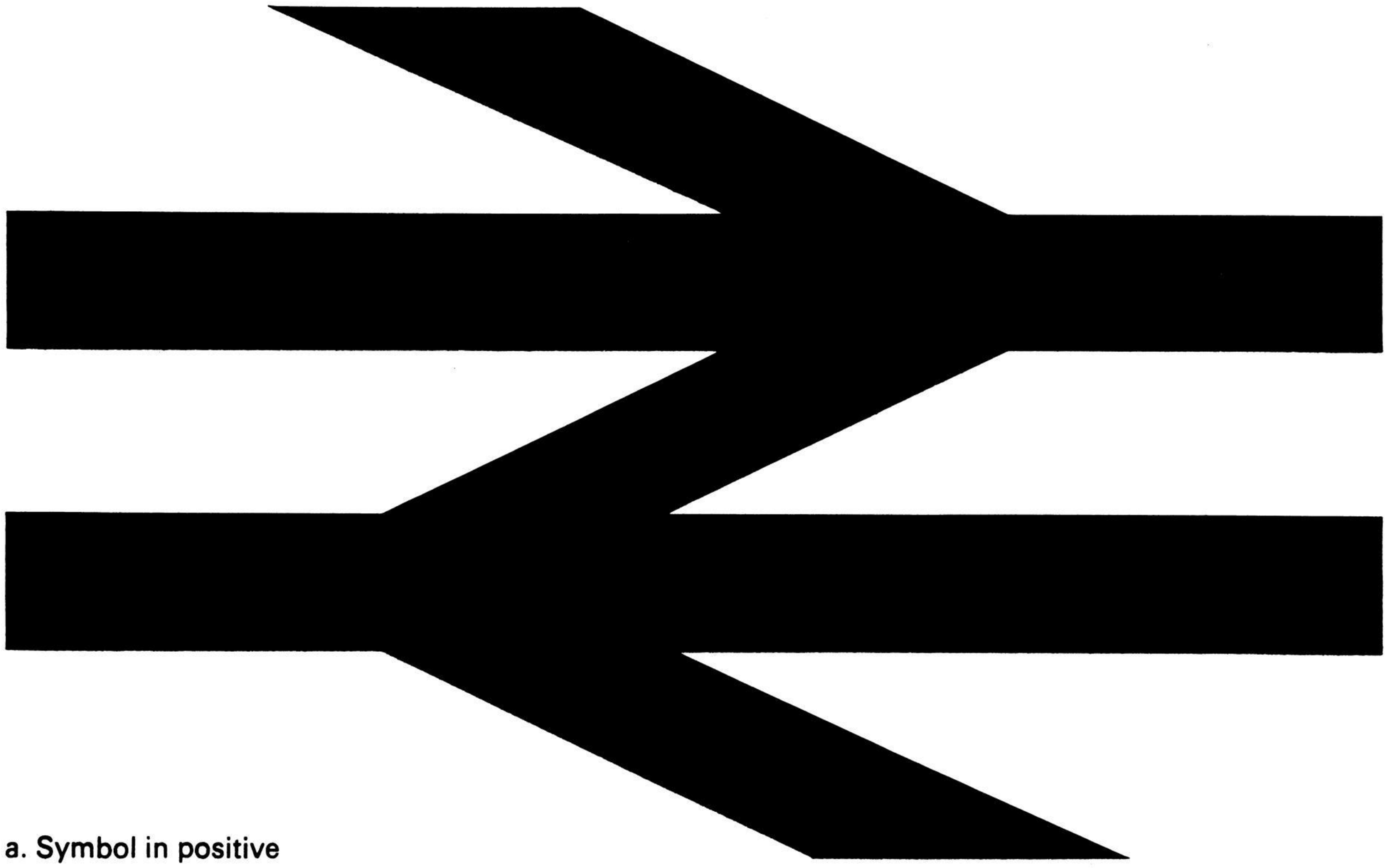
Use of House Colours

The house colours, (matching samples included in this Section), are for use only as laid down in the Introduction and appropriate Sections of this Manual. They are not for use in the painting of stations or other railway buildings except for nameboards on façades.

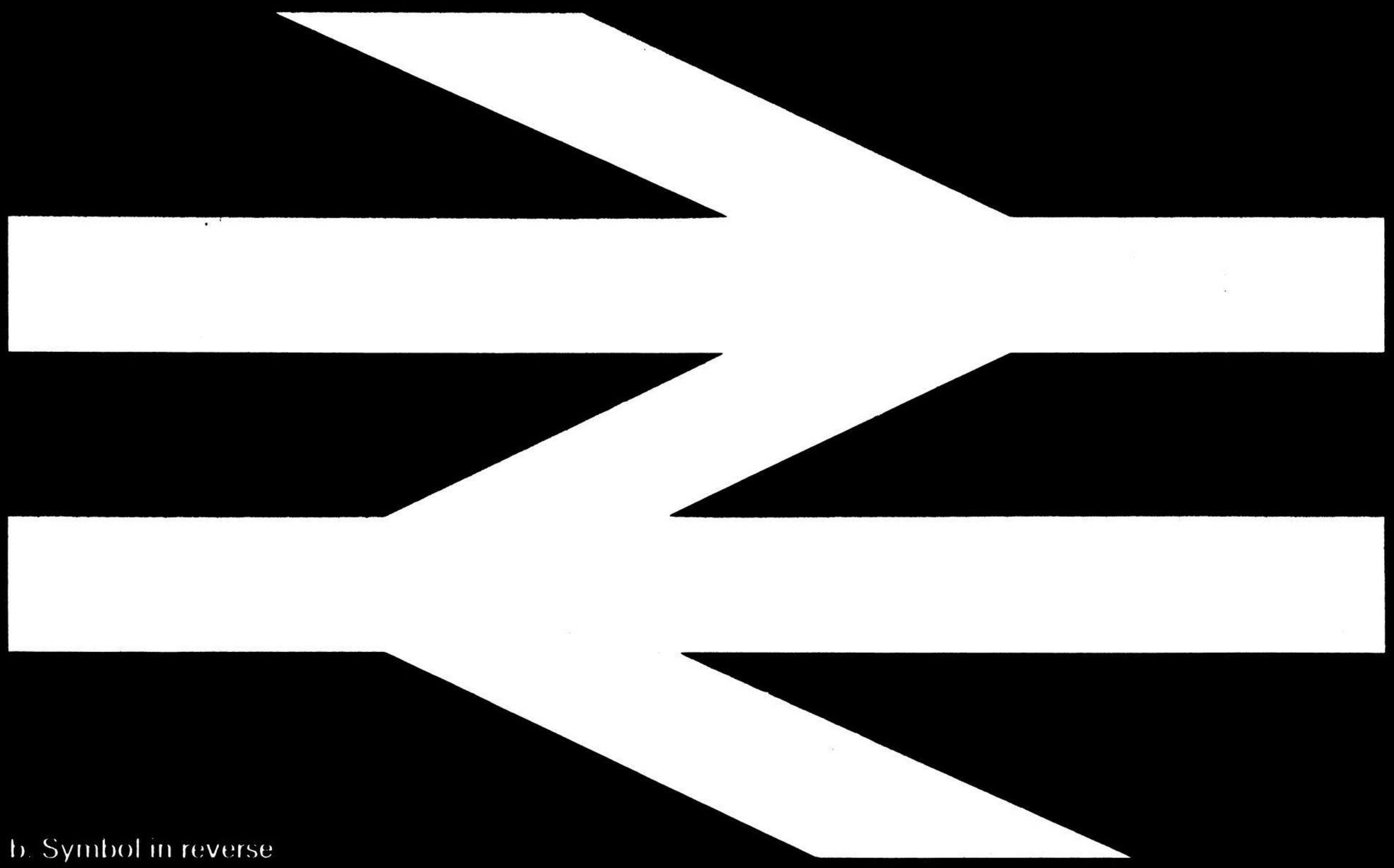
Basic Elements
Symbol

	sheet no.	1/02
	issued	Apr 1965

The Symbol may be used in positive or reverse form as shown. Under no circumstances should these drawings be scaled. For details see Sheets 1/04 and 1/05.



a. Symbol in positive



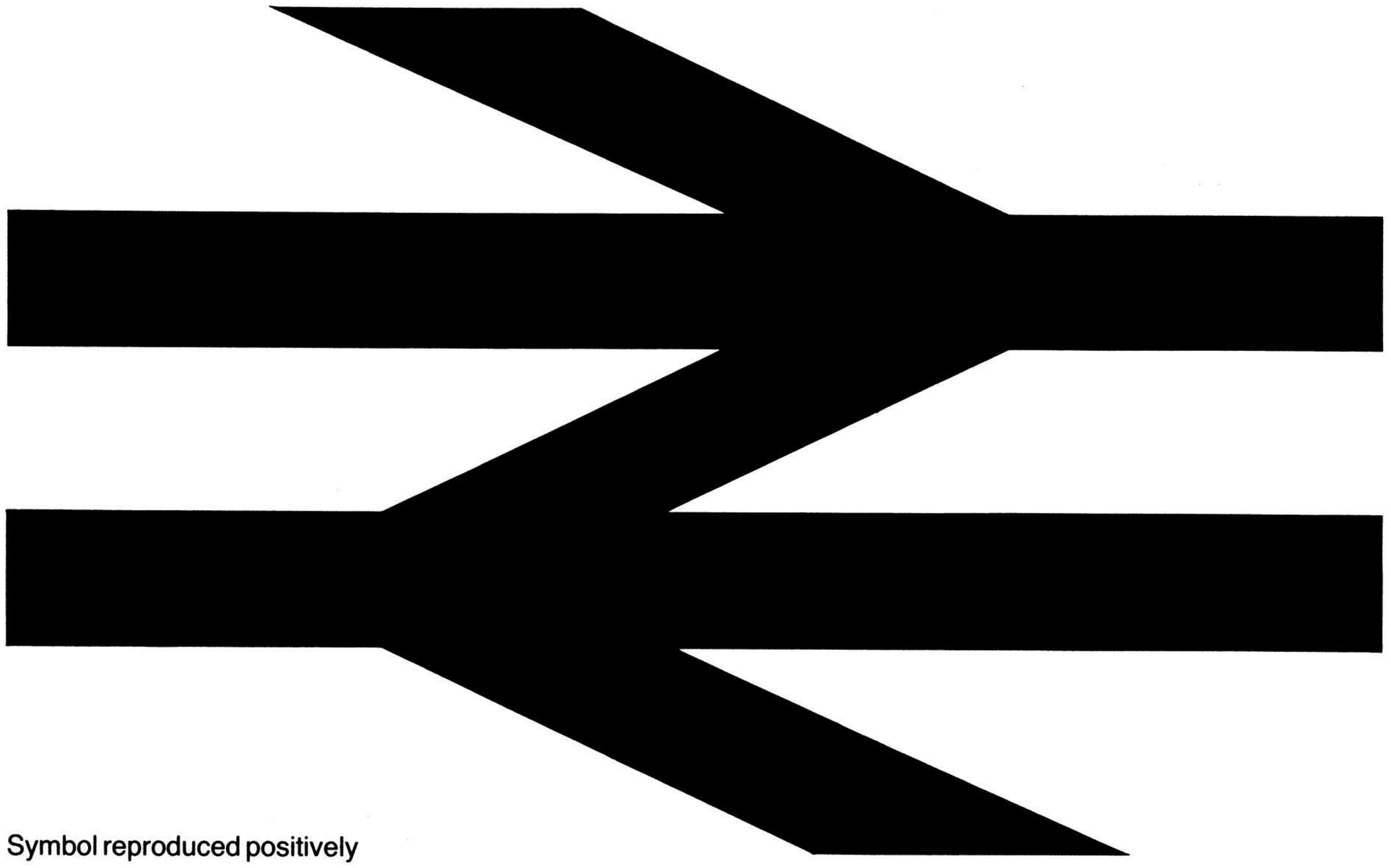
b. Symbol in reverse

Basic Elements
Symbol

Sheet No	1/02
Issued	Apr 1985

The Symbol may be used positively or negatively (reversed black to white). *Positively* means in black or colour on a white or lighter ground. *Negatively* means reversed out of a darker ground so that the shape of the Symbol exposes the lighter background material.

Note: the Symbol should always be reproduced, whether positively or negatively, in one of the three house colours except for Printed Publicity applications and special applications approved in advance by the Design Panel. Background colour should be white.

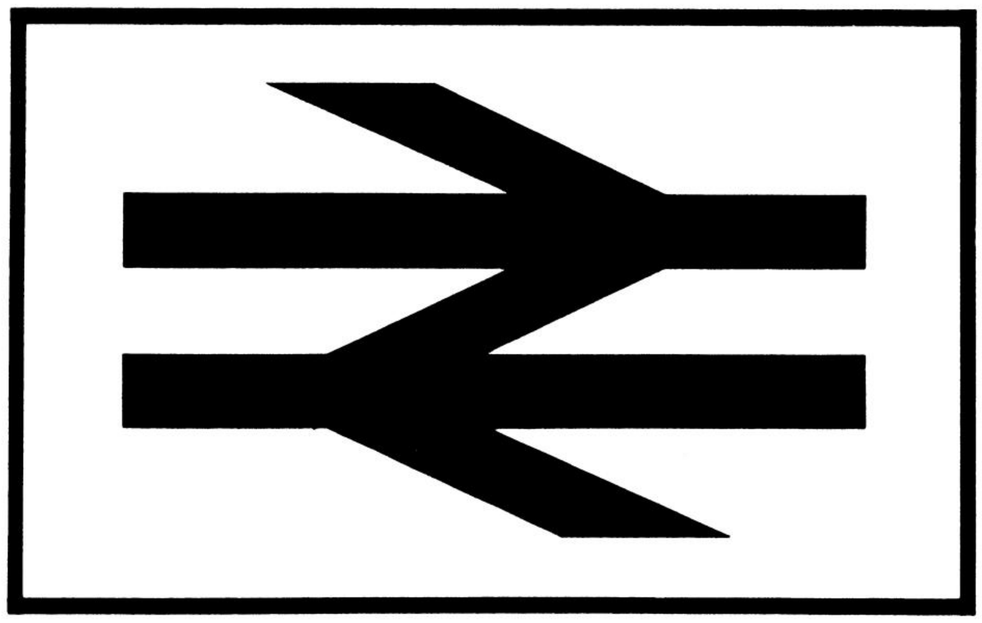


Symbol reproduced positively

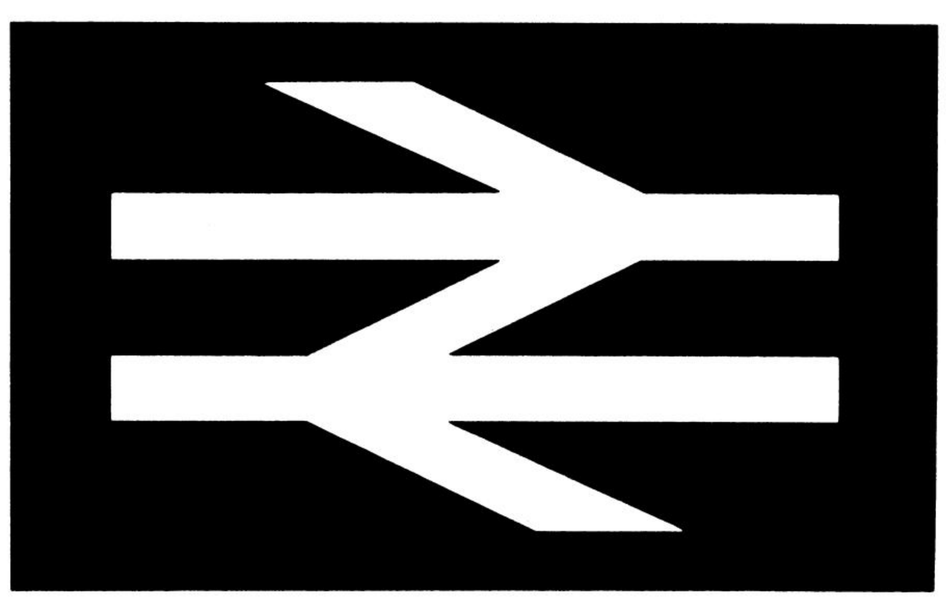
Symbol reproduced negatively

Basic Elements
Symbol

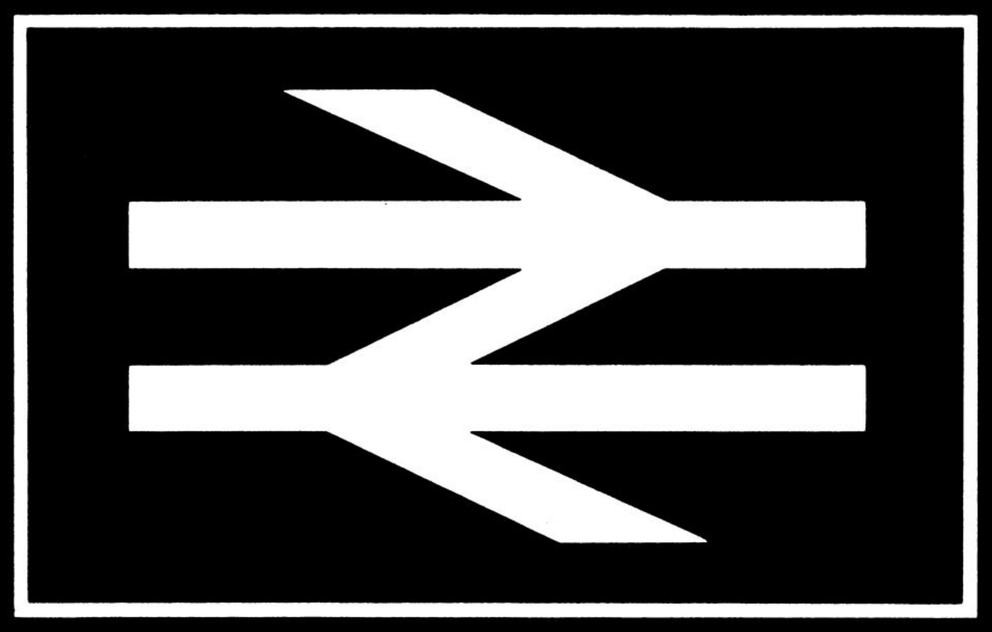
sheet no.	1/03
issued	Apr 1965



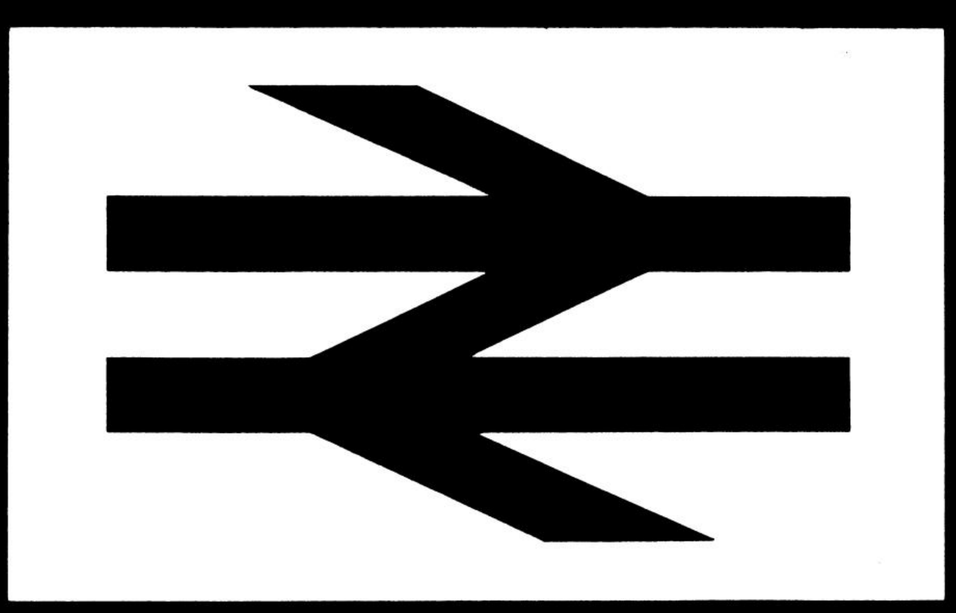
a. Symbol surrounded by a ruled rectangle



b. Symbol reversed out of panel



c. Symbol reversed surrounded by a reversed line

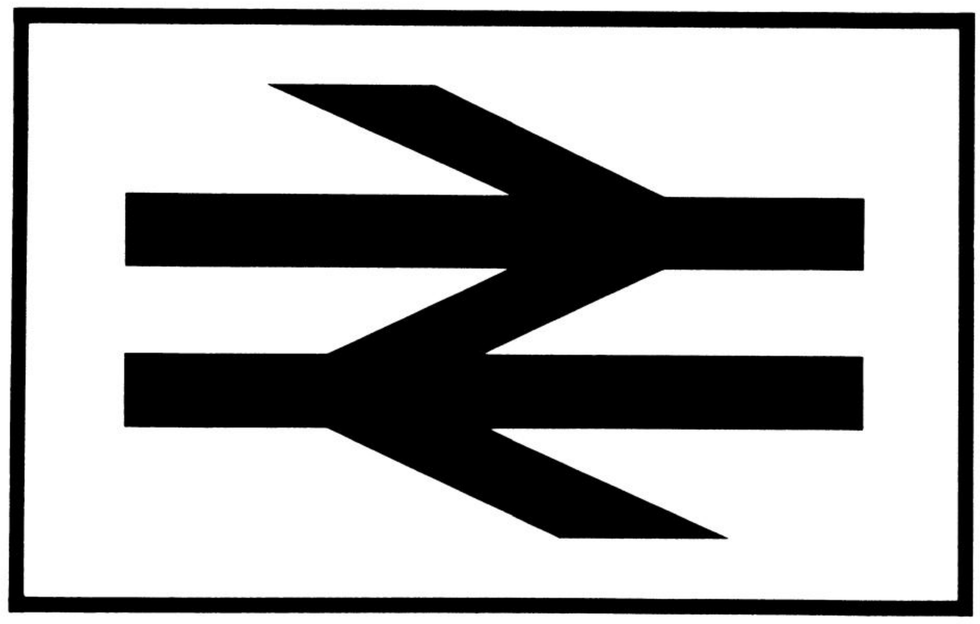


d. Symbol in positive within a reversed panel

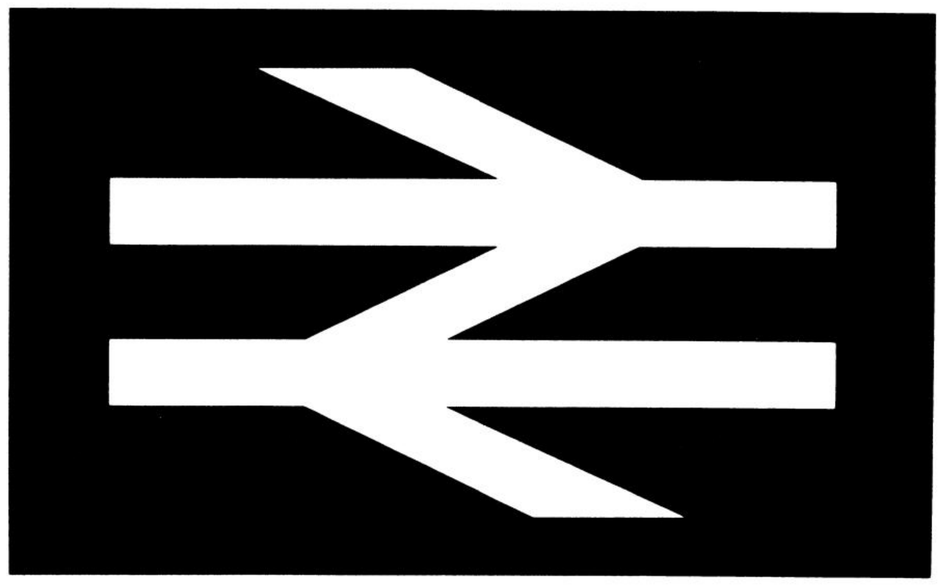
Symbol

Sheet No 1/03
Issued Apr 1985

Four configurations of the Symbol are permitted in conjunction with a ruled rectangle or rectangular panel, as shown below.

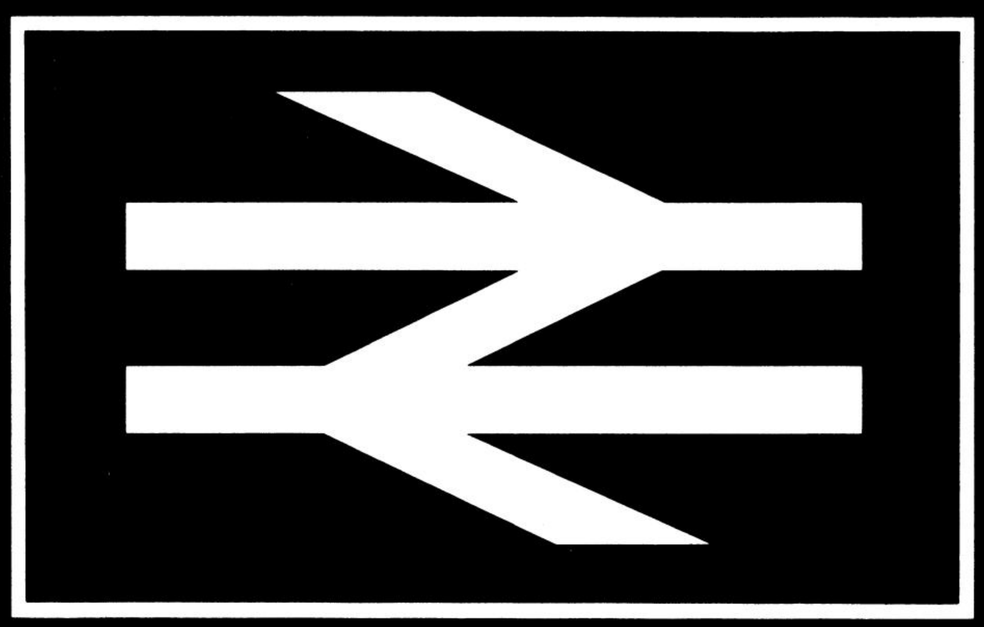


Style A Symbol surrounded by ruled rectangle

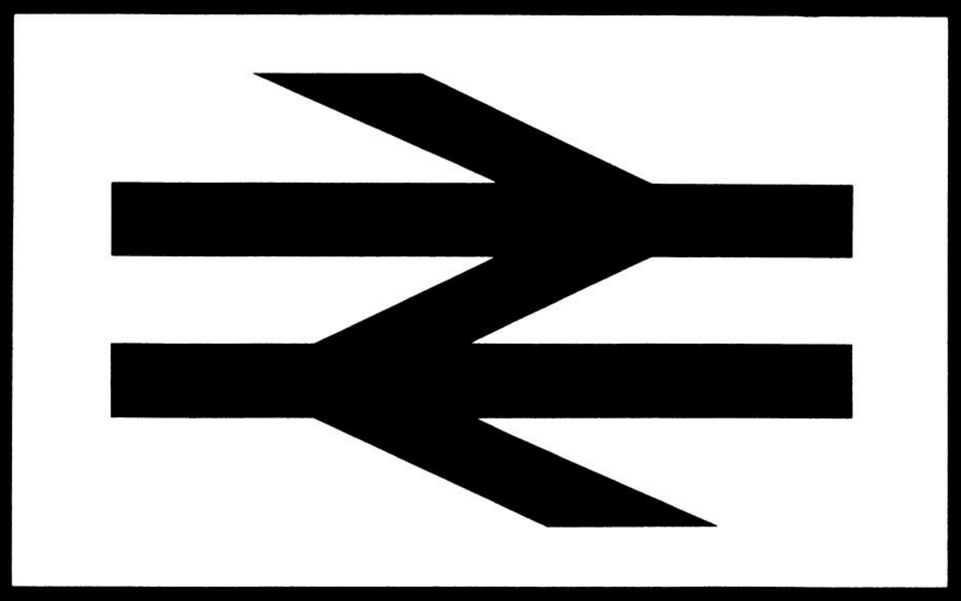


Style B Symbol reversed out of rectangular panel

Style C Reversed Symbol surrounded by reversed ruled rectangle



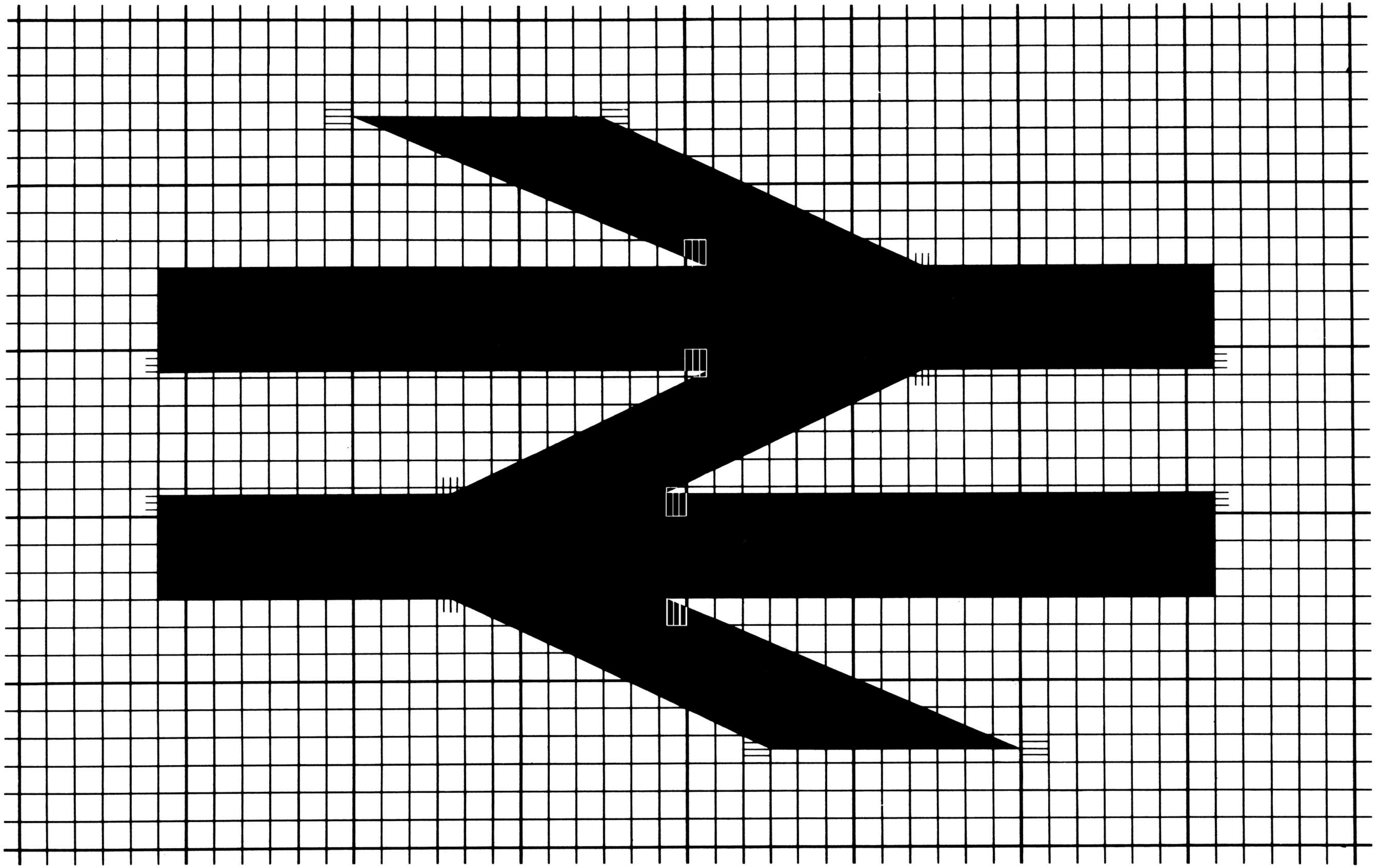
Style D Positive Symbol in reversed panel



An outline Symbol, for positive use only, is shown on Sheet 1/14. The permitted combinations of the Symbol and Logotype are shown on Sheet 1/07.

Basic Elements

Symbol with grid positive only



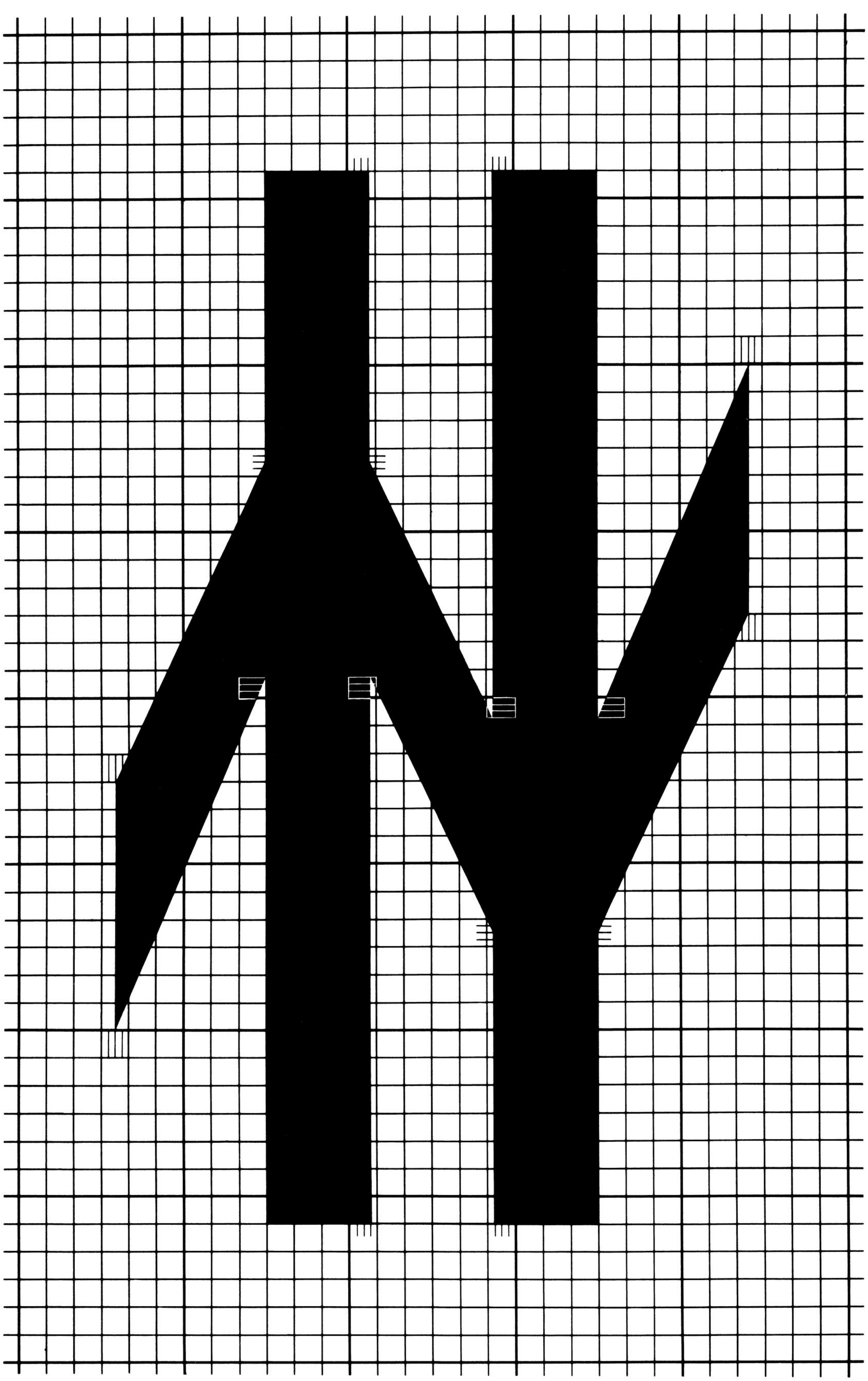
This grid drawing should be used for detail enlargement of the symbol. Further copies of this Sheet are available from the Chief Architect or the Director of Industrial Design.

sheet no.	1/04
issued	Apr 1965

Basic Elements

Symbol with grid positive only

	sheet no.	1/04
	issued	Apr 1985

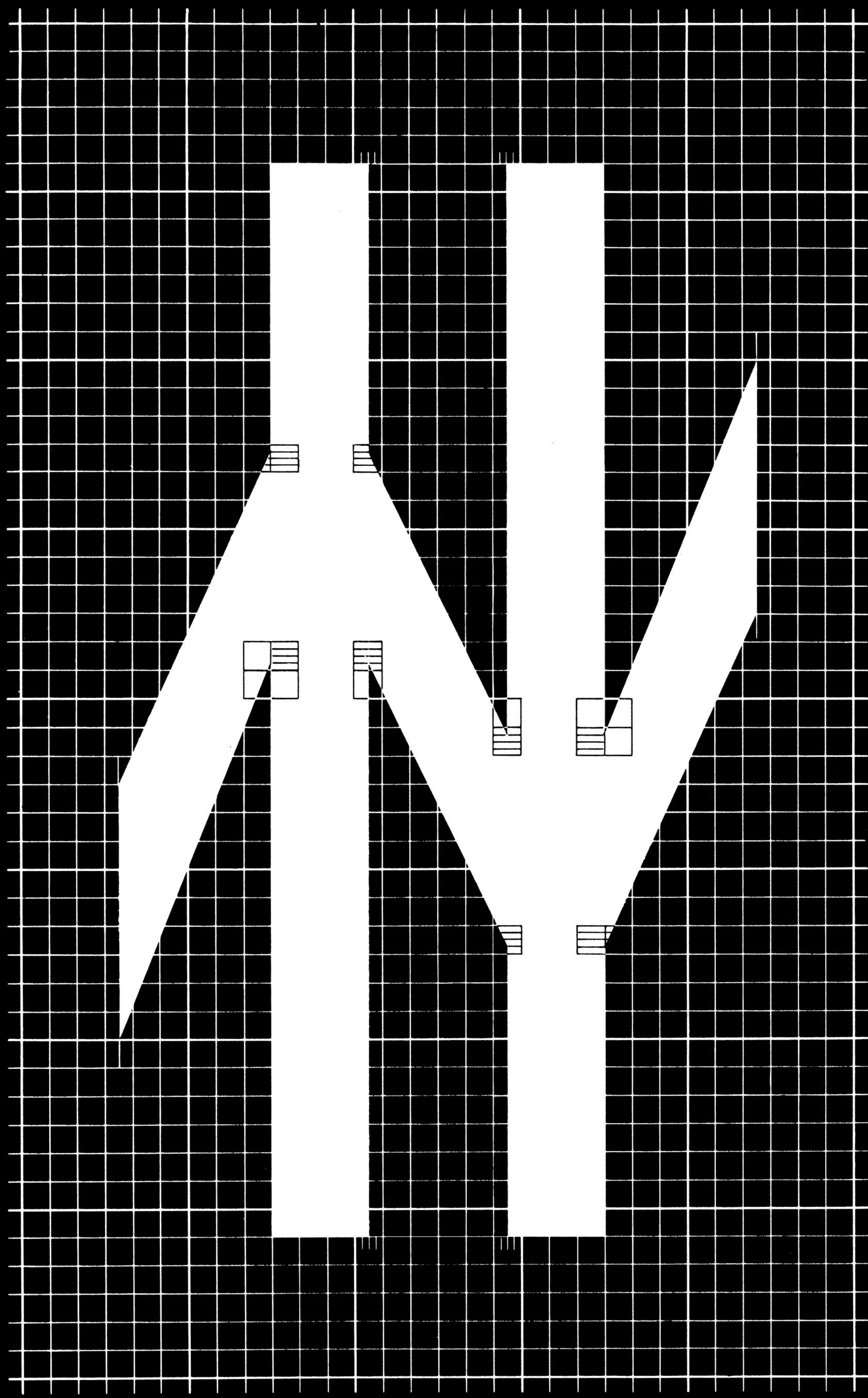


This grid drawing should be used for detail enlargement of the symbol. Further copies of this Sheet are available from the Chief Architect or the Director of Industrial Design.

Basic Elements

Symbol with grid reverse only

sheet no.	1/05
issued	Apr 1965

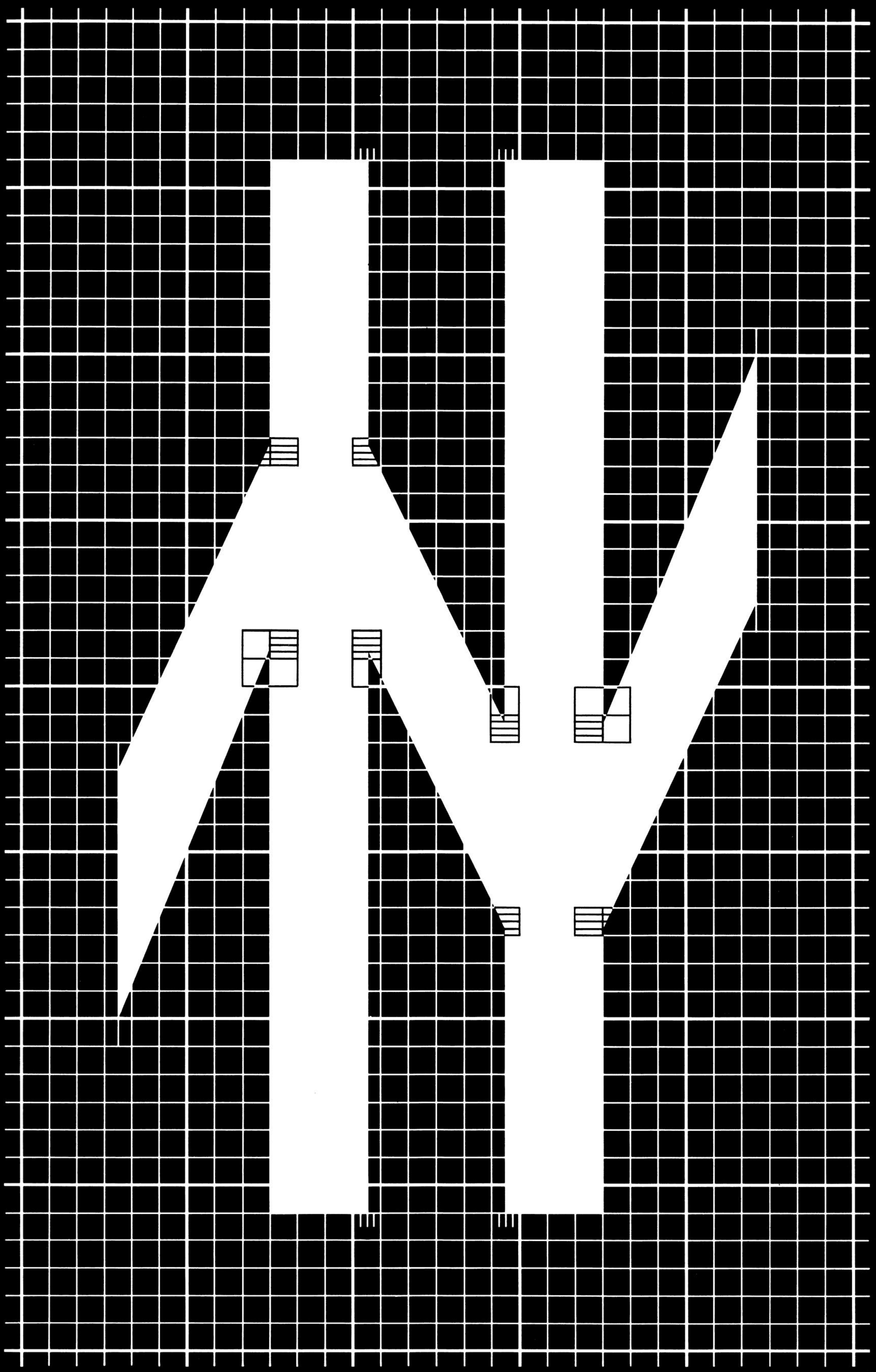


This grid drawing should be used for detail enlargement of the symbol. Further copies of this Sheet are available from the Chief Architect or the Director of Industrial Design.

Basic Elements

Symbol with Grid Reverse Only

Sheet no	1/05
Issued	Oct 1987



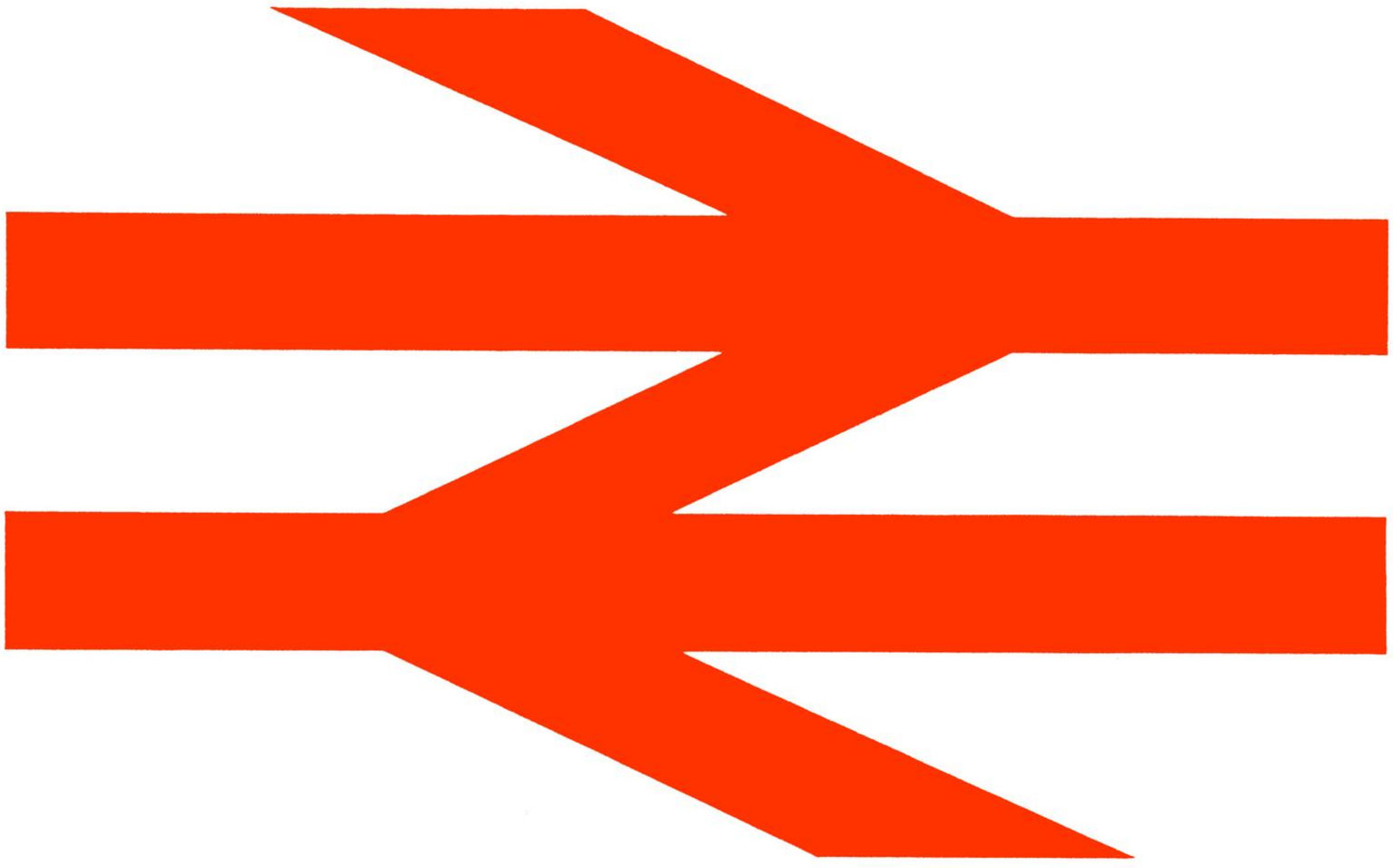
This grid drawing should be used for detail enlargement of the symbol. Further copies of this Sheet are available from the Director of Architecture, Design and Environment.

Basic Elements

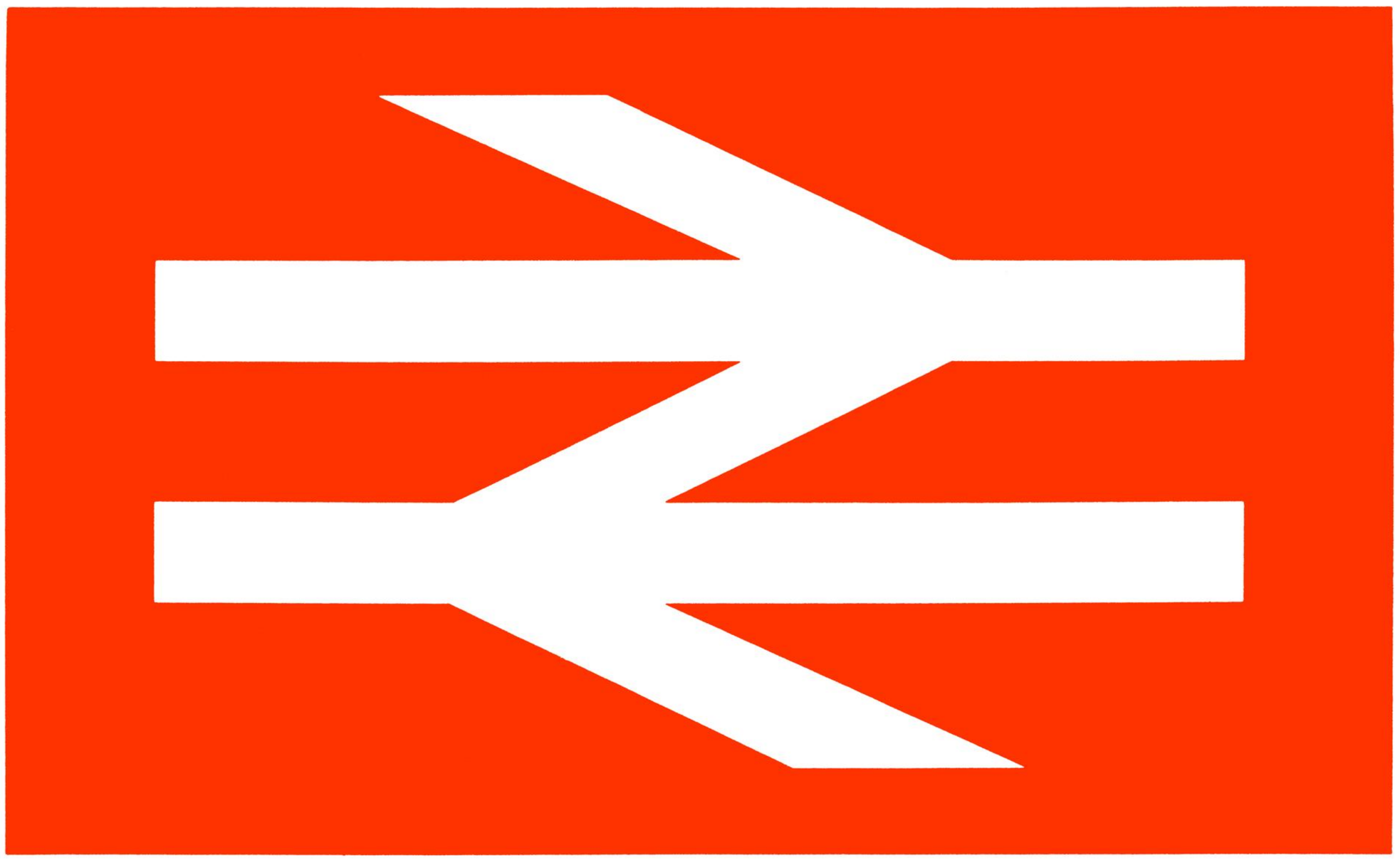
Symbol in colour

	sheet no.	1/06
	issued	Apr 1965

For reproduction in colour the Symbol will be used as shown. Other colours will not be used except as laid down in Sheet 1/01/1.
Under no circumstances should these drawings be scaled. For details see Sheets 1/04 and 1/05.

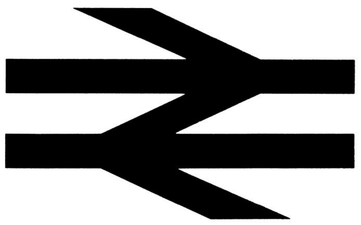


a. Symbol in BR Flame Red on white ground



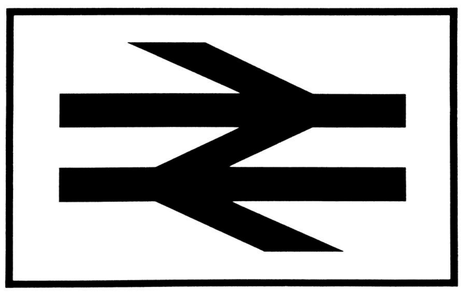
b. Symbol reversed out of BR Flame Red panel

These are permissible arrangements for the use of the Symbol and Logotype together. No other variations are permitted. Refer to Sheet 1/08 for proportions.



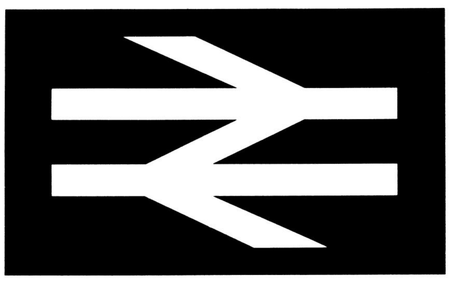
British Rail

a. Symbol and logotype in positive



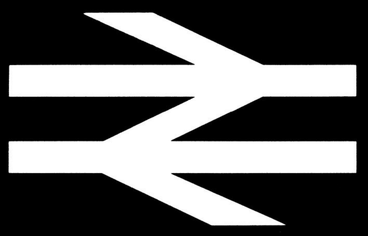
British Rail

b. Symbol and logotype in positive within two ruled rectangles



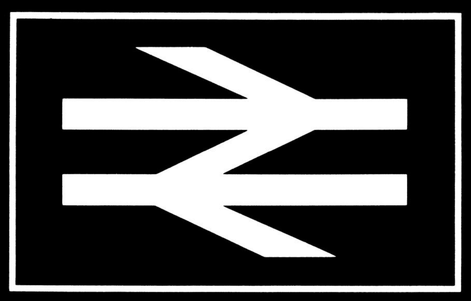
British Rail

c. Symbol and logotype reversed out of solid or tone panels



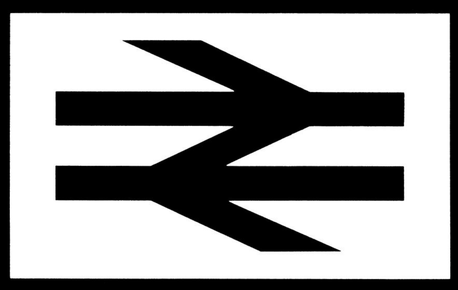
British Rail

d. Symbol and logotype in reverse



British Rail

e Symbol and logotype in reverse within reversed line rectangles



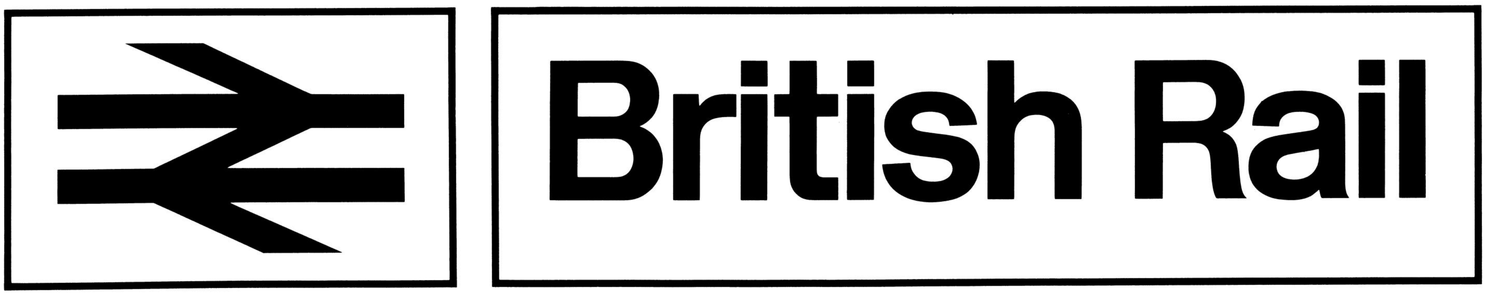
British Rail

f Symbol and logotype in positive within reversed panels

sheet no. 1/07
issued Apr 1965

These are permissible arrangements for the use of the Symbol and Logotype together. No other variations are permitted. Refer to Sheet 1/08 for proportions.

a. Symbol and logotype in positive



b. Symbol and logotype in positive within two ruled rectangles

c. Symbol and logotype reversed out of solid or tone panels

d. Symbol and logotype in reverse

e. Symbol and logotype in reverse within reversed line rectangles

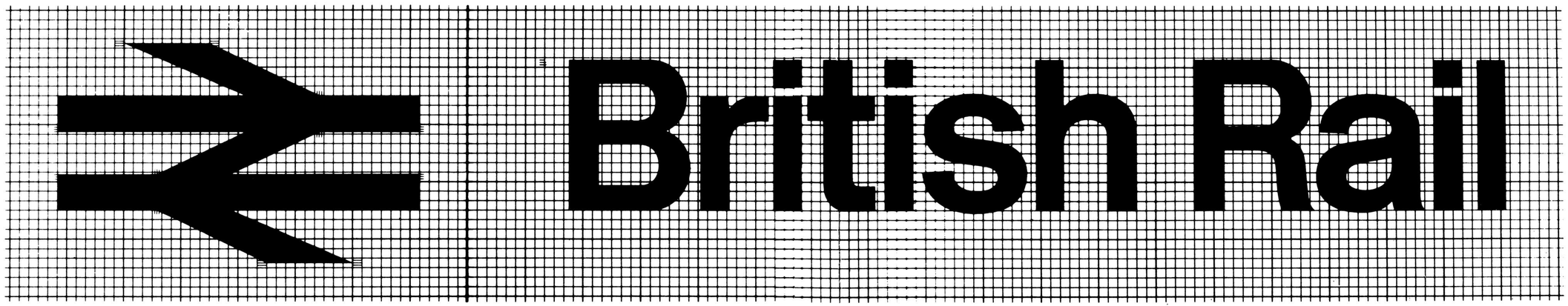
f. Symbol and logotype in positive within reversed panels

sheet no. 1/07
issued Dec 1979

Basic Elements

Symbol and logotype with grid positive only

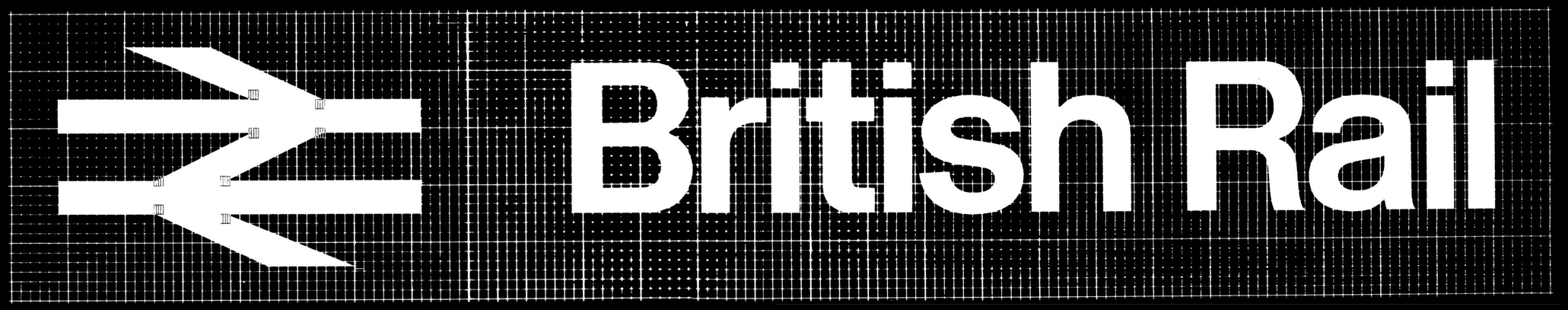
sheet no.	1/08
issued	Apr 1965



Basic Elements

Symbol and logotype with grid reverse only

sheet no.	1/09
issued	Apr 1965

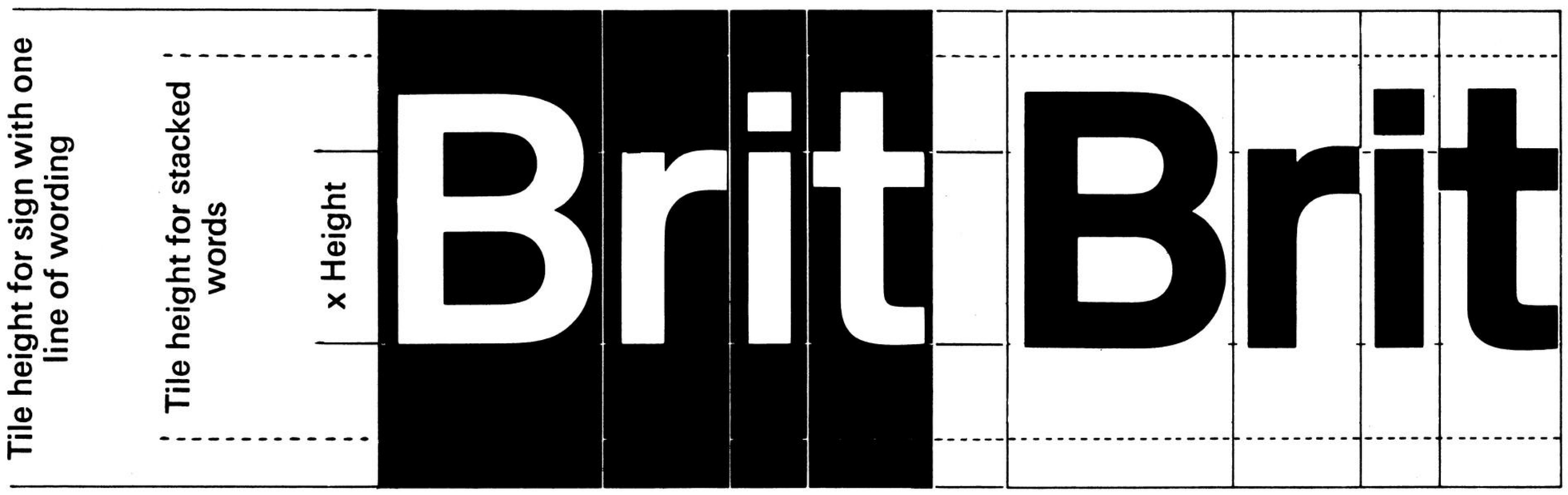


1 **Application**

The 'Rail' alphabet forms part of the Corporate Identity Programme and will be used for all lettering other than printed applications. It repaces the Gill Sans and Transport alphabets for station signposting, applications to rolling stock, road vehicles, ships, and lineside equipment notices except where such notices constitute roadsigns, as for example at crossing barriers. Guidance on use for station signposting, rolling stock etc. will be found under the appropriate sections of the Manual.

2 **Use**

Sheet 1/11 will be used for dark letters on a light background and 1/12 for light letters on a dark ground. These alphabets have been adjusted to give a visual equality of character and sheets should not therefore be used in reverse.
Stencil sets should be clearly marked to prevent mixing. It should be noted that tile sizes are identical for both alphabets. An indication dot is provided at the top right hand corner of tiles which may accidentally be used upside-down.
Letter forms must be reproduced with the greatest accuracy. They are not designed to be drawn freehand or with straight edge and compasses, and must be enlarged or reduced photographically or by projection.



3 **Layout**

All signs and notices will be in upper and lower case except where specifically authorized. In general, layout will follow examples to be found in the appropriate sections of this Manual.

Letter tiles are to be butted up to one another to ensure consistent spacing and the space between letters will not be increased or decreased under any circumstances. Accurate spacing is as important as accurate letter forms. The tile height provides an optimum measurement for the depth of signs with one line of wording, the relationship of letter height to tile height being constant.

Rail alphabet

Application

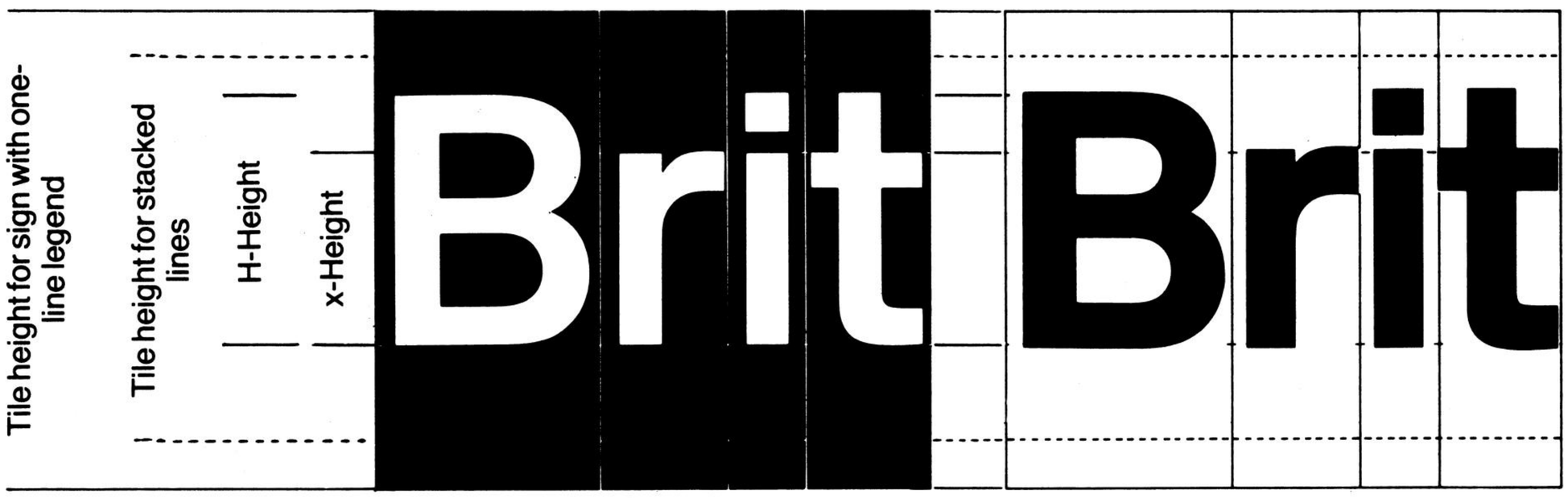
Rail Alphabet forms an essential part of the Board's Corporate Identity Programme and must be used for all lettering other than printed applications, that is, for station signposting, applications to rolling stock, road vehicles, and lineside-equipment notices except where such notices constitute roadsigns, as for example at crossing barriers. Guidance on use for station signposting, rolling stock, &c, will be found in the appropriate sections of the Manual.

Use

Sheet 1/11 depicts Rail Alphabet *Positive* (dark letters on a light background). Sheet 1/12 depicts Rail Alphabet *Negative* (for light letters on a dark ground). These alphabets have been adjusted to give a visual equality of character and sheets should not therefore be used in reverse.

Reprographic aids to producing these alphabets should be clearly marked to prevent mixing. It should be noted that tile sizes are identical for both alphabets. An indication dot is provided at the top right hand corner of tiles which may otherwise accidentally be used upside-down.

Letter forms must be reproduced with the greatest accuracy. They are not designed to be drawn freehand or with straight edge and compasses, and must be enlarged or reduced photographically or by projection.



Layout

All signs and notices must be in upper and lower case. In general, layout will follow examples to be found in the appropriate sections of this Manual.

Letter tiles (or transfer-lettering derivatives of them) are to be butted up to one another to ensure consistent spacing.

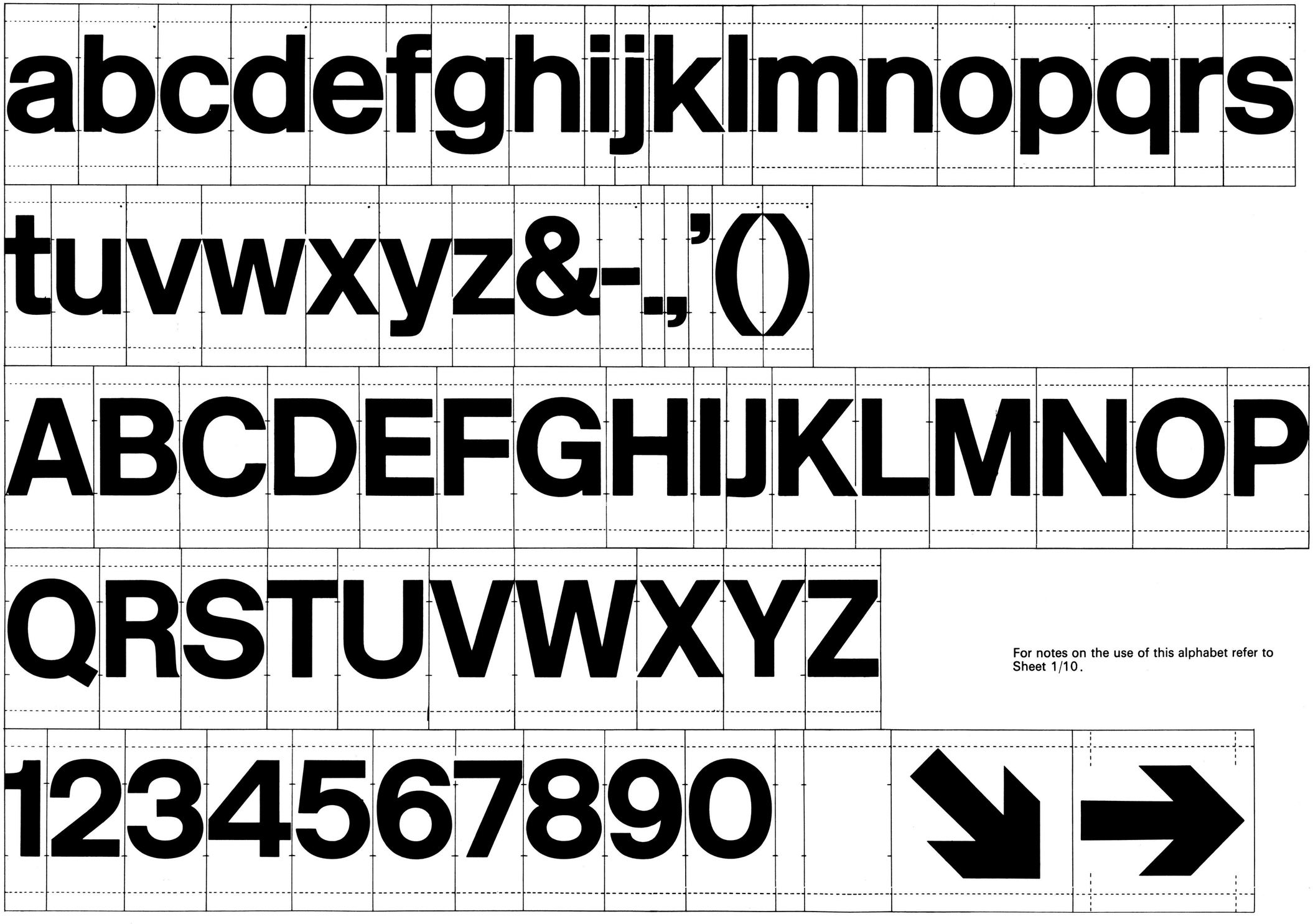
The space between letters must not be increased or decreased under any circumstances. Accurate spacing is as important as accurate letter forms.

The tile height provides an optimum measurement for the depth of signs. The full tile height (above) gives the correct depth of the sign-face when a one-line legend is displayed. When a multi-line sign is displayed the *dotted* lines on the tiles should be superimposed, an additional x-height of space should be placed above the x-height of the top line and an additional x-height of space should be placed below the x-height of the bottom line. Four word-spaces provide the left-hand margin for both single-line and multi-line legend. The longest line permissible is one that still leaves one word-space as the right-hand margin.

Basic Elements

Rail alphabet black letters

sheet no.	1/11
issued	Apr 1965



For notes on the use of this alphabet refer to Sheet 1/10.

Basic Elements

Rail alphabet white letters

sheet no.	1/12
issued	Apr 1965

abcdefghijklmnopqrs

tuvwxyz&-.,'()

ABCDEFGHIJKLMNOP

QRSTUVWXYZ

12345678 90

For notes on the use of this alphabet refer to Sheet 1/10.

Basic Elements

Rail Alphabet:
Negative Letters

Sheet No	1/12
Issued	Apr 1985

abcdefghijklmnopqrs

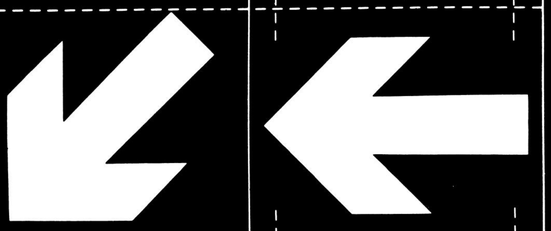
tuvwxyz&-.,'()

ABCDEFGHIJKLMNOP

QRSTUVWXYZ

For notes on the use of this alphabet, refer to Sheet 1/10

1234567890 word spaces £



Rail alphabet
Combined sheet - lowercase

sheet no.	1/12/1
issued	Sept 1965

This sheet must be used for all lettering applications in preference to sheets 1/11 and 1/12

abcdefghi

jklmnopqr

cdego

acdegos

stuvwxyz

bceop cdego

&-.,'()

arrow tile

arrow tile

word space

tile height

The inner edge of the line represents the light on dark letterform

The outer edge of the line represents the dark on light letterform

light letter

dark letter

Rail alphabet
Combined sheet - lowercase

sheet no.	1/12/1
issued	Apr 1985

This sheet must be used for all lettering applications in preference to sheets 1/11 and 1/12

abcdefghi

jklmnopqr

cdego

acdegos

stuvwxyz

bceop cdego

&-.,'()

arrow tile

arrow tile

word space

tile height

The inner edge of the line represents the light on dark letterform

The outer edge of the line represents the dark on light letterform

light letter

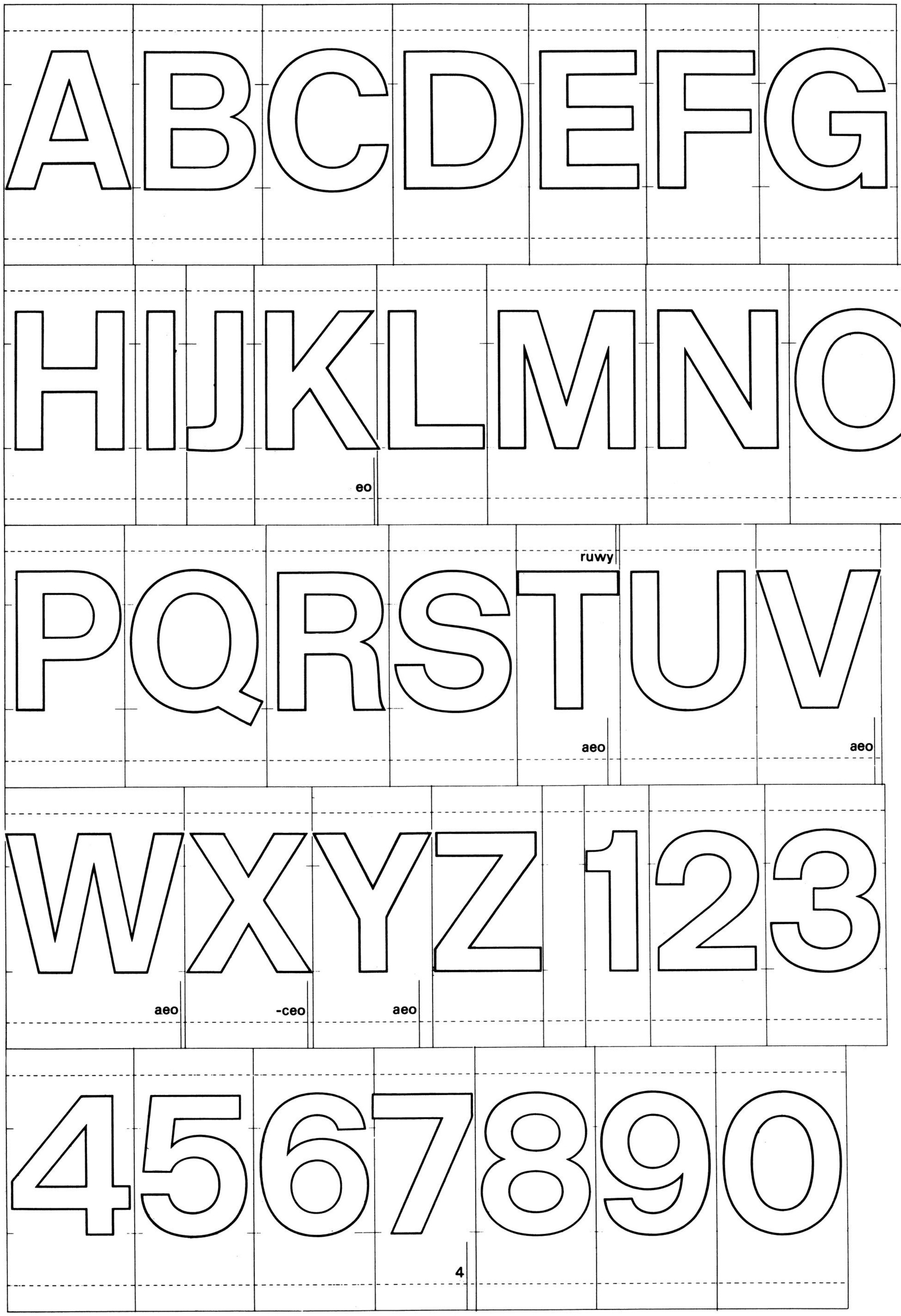
dark letter

Rail alphabet

Combined sheet - caps and numerals

sheet no.	1/12/2
issued	Sept 1965

This sheet must be used for all lettering applications in preference to sheets 1/11 and 1/12



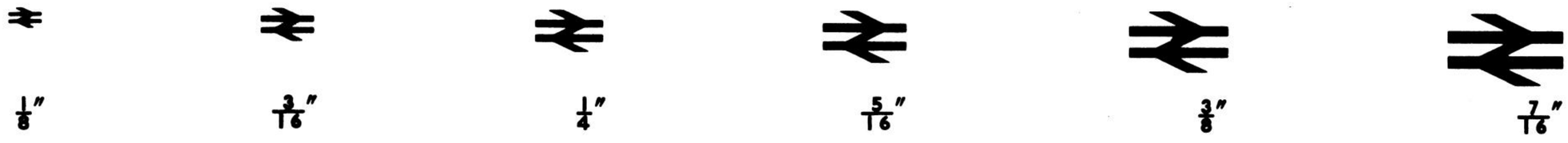
Rail alphabet
Combined sheet - caps and numerals

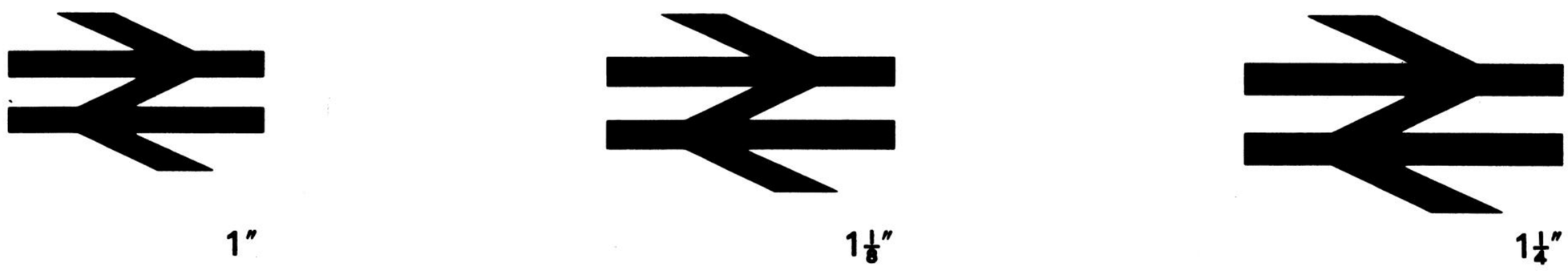
sheet no.	1/12/2
issued	Apr 1985

This sheet must be used for all lettering applications in preference to sheets 1/11 and 1/12

Basic Elements
Symbol

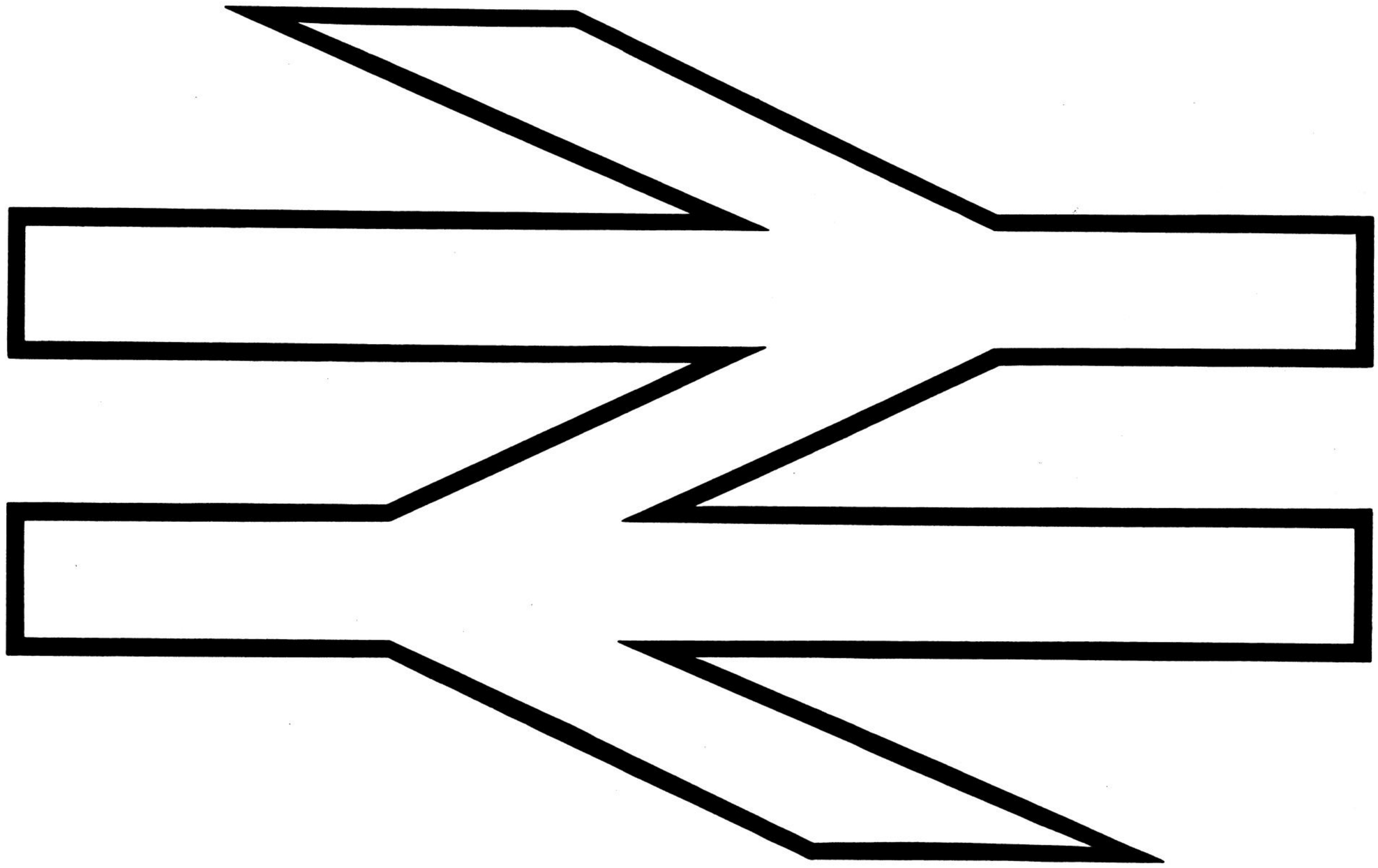
sheet no.	1/13
issued	Jun 1965





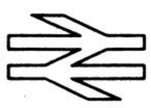
Basic Elements
Symbol
Outline Version

sheet no.	1/14
issued	Jun 1965

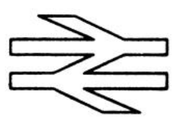


$\frac{5}{16}$″

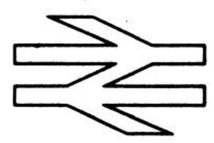
$\frac{3}{8}$″



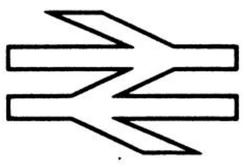
$\frac{7}{16}$″



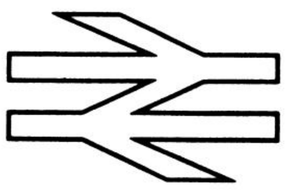
$\frac{1}{2}$″



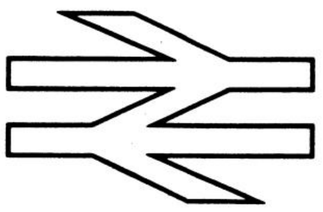
$\frac{5}{8}$″



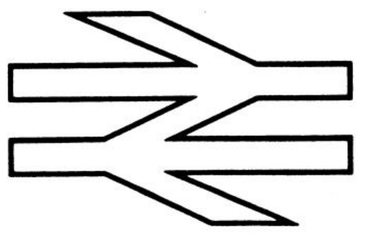
$\frac{3}{4}$″



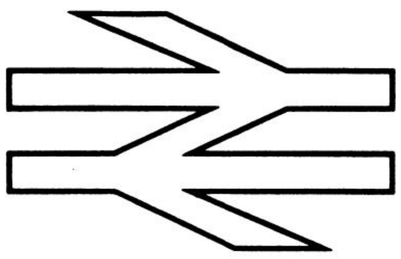
1″



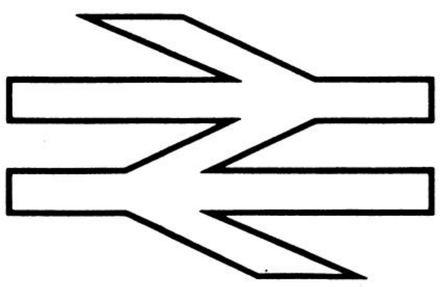
$1\frac{1}{8}$″



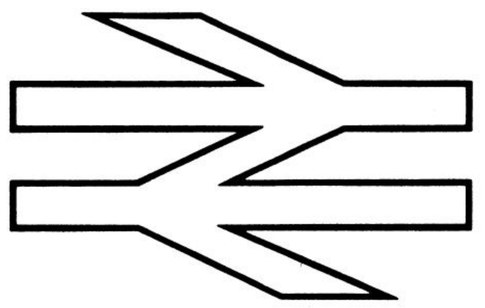
$1\frac{1}{4}$″



$\frac{7}{8}$″



$1\frac{3}{8}$″

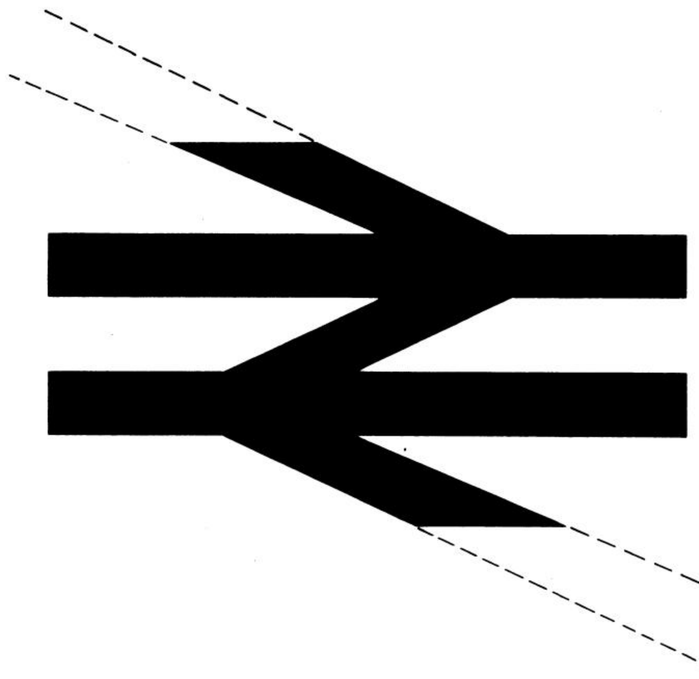


$1\frac{1}{2}$″

Basic Elements

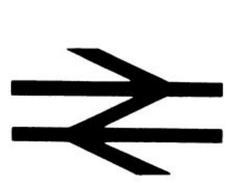
Rail Symbol
Correct and incorrect usage

	sheet no.	1/15
	issued	Jan 1968

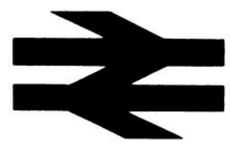


✓ The Rail Symbol must be accurately reproduced. The top arrow points to the right. Note that the outer arrows broaden slightly towards their tips. If incorrectly drawn parallel they appear to taper outwards.

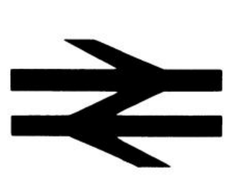
Common mistakes in rendering the symbol are:



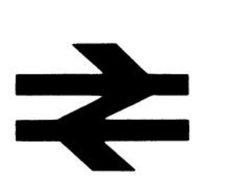
too thin ✗



too fat ✗



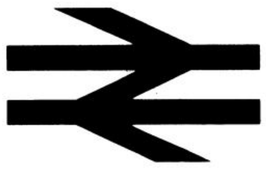
arrow arms wrongly taper outwards ✗



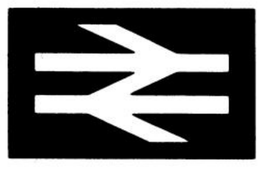
angles wrong ✗

British Rail ✓ Correct relationship of symbol with lettering. The horizontal arms line up with the lower case lettering.

Motorail ✓ The space between the symbol and the first letter is equal to height of capital letter.

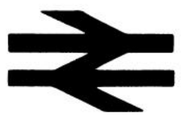


British Rail ✗ Symbol too large for lettering.



Motorail ✗ Incorrect use of symbol and lettering. The boxed version overpowers the lettering.

Kings Cross
Freight Terminal ✗ Centred layouts are not used.

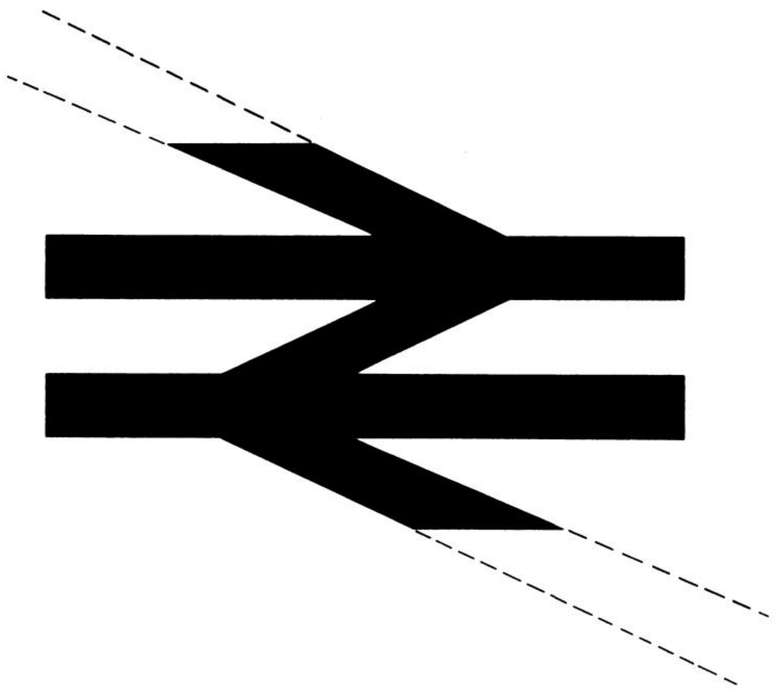


Kings Cross
Freight Terminal ✓ Correct layout with lettering ranged to the left.

Basic Elements

Rail Symbol
Correct and Incorrect Usage

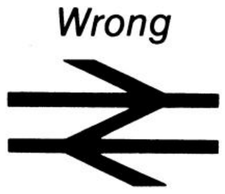
	Sheet No	1/15
	Issued	Oct 1985



The Rail Symbol must be accurately reproduced. The top arrow points to the right. Note that the outer arrows broaden slightly towards their tips. If incorrectly drawn parallel they appear to taper outwards. Reproductions of the Symbol, in whatever medium, *must* be based on photographic references available from the Director of Industrial Design.

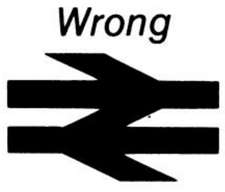
Common mistakes in rendering the Symbol are:

Wrong



Too thin

Wrong



Too fat

Wrong

Arrow arms wrongly taper outwards

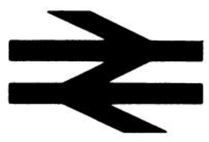
Wrong

Angles wrong

British Rail

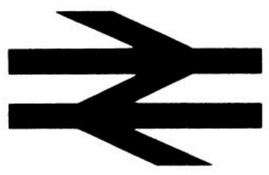
Right

Correct relationship of Symbol with lettering. The horizontal arms line up with the lower-case lettering.



Motorail *Right*

The space between the Symbol and the first letter is equal to half the height of the capital letter.



British Rail

Wrong

Symbol too large for lettering.

Motorail

Wrong

Incorrect use of Symbol and lettering. The boxed version overpowers the lettering.

Wrong

King's Cross
Freight Terminal

Centred layouts are not used.

Right

King's Cross
Freight Terminal

Correct layout with lettering ranged to the left.

House colours

sheet no. 1/30
issued Apr 1965

1 General notes

Of the three standard House Colours shown on the following sheets, the BR Rail Blue and BR Publicity Red have been specially mixed from carefully selected pigments. The third colour, named here BR Rail Grey, matches BS.9.095.

For colour matching, and day to day use, colour patches may be detached from the extra perforated sheets provided in this section. Where large quantities of materials are involved special Colour Standards are available on metal plates.

Variations of these standard House Colours, BR Publicity Blue and BR Publicity Red, are given in the section on Printed Publicity, and a special BR Marine Grey is included in the Shipping Section. No other variations of the House colours will be used.

Existing colours such as those associated with Freight will be dealt with in the appropriate sections.

Further copies of these colour sheets are available separately.

Basic Elements
House colours

sheet no.	1/30
issued	Jan1969

General notes

British Rail house colours are Rail Blue, Rail Red and Rail Grey. They will be used as laid down in paragraph 4, sheet 0/1. Special versions for printed applications, BR Publicity Blue and BR Publicity Red, are shown on sheet 2/02. BR Marine Grey, for use on ships only, is included in section 7.

For colour matching and for day to day use, colour patches may be detached from the perforated sheets in this section. Further copies of these sheets and Colour Standards on metal plates are available from the Director of Industrial Design BRB.

For paintwork Rail Blue and Rail Red (which have been specially mixed from carefully selected pigments) should be referred to by the British Standards reference given below. The third colour, known here as Rail Grey, matches BS 2660 No. 9-095. The Munsell references are given as an aid to designers, they must not be used for specifying colours.

		British Standards reference	Approximate Munsell reference	
House colours	Rail Blue	BS 381C No.114	3·75B 2·5/6	
	Rail Red	BS 381C No.593	8·75R 5/17	=BR Flame Red
	Rail Grey	BS 2660 No.9–095	N7	=BS 381C No.627
Other colours				
British Rail Shipping	Marine Grey			for ships only
Accident Prevention Service	Yellow	BS 381C No.356	10YR 7·5/12	=BS 2660 No.0–003
British Transport Police	Blue	BS 2660 No.7–086	2·5PB 2/4	location signs
British Rail Catering	Rail Red	BS 381C No.593	8·75R 5/17	
	Yellow	BS 2660 No.0–001	5Y 9/14	=BS 381C No.309
British Rail Signposting	Safety Red	BS 381C No.537	7·5R 4·5/16	
	Safety Yellow	BS 381C No.356	10YR 7·5/12	=BS 2660 No.0–003
	Safety Green	BS 381C No.228	5G 4·5/7	=BS 2660 No.0–010
	Arrow Blue	BS 381C No.107	2·5PB 4/10	=BS 2660 No.0–012
	Grey	BS 2660 No.9–101	2·5Y 4/0·5	for fixings
MoT Traffic Signs	Red	BS 381C No.537	7·5R 4·5/16	
	Yellow	BS 381C No.355	2·5Y 8/12	=BS 2660 No.0–002
	Green	BS 2660 No.6–074	2·5G 2/4	=BS 381C No.226
	Blue	BS 2660 No.0–013	2·5PB 3/8	=BS 381C No.109
	Grey	BS 2660 No.9–101	2·5Y 4/0·5	for fixings
Rolling Stock	Freight Brown	BS 381C No.446	10R 2·5/6	
	Dark Brown	BS 2660 No.3–039	5YR 1·5/4	'brake dust' brown
	Dark Grey	BS 2660 No.9–098	7·5B 2/1	for roofs
	Ice Blue	BS 2660 No.7–084	7·5B 6/6	for insulated wagons
Road Vehicles	Yellow	BS 2660 No.0–002	2·5Y 8/12	

The British Rail house colours are Rail Red, Rail Blue and Rail Grey. For colour matching and for day to day use, colour patches may be detached from the perforated sheets in this section. Additional copies of these sheets and colour standards on metal plates are available from the Director of Industrial Design.

Special colours for printed applications, BR Publicity Red and BR Publicity Blue, are shown on sheet 2/02.

BR Marine Grey, for use on ships only, is shown on sheet 7/10.

		British Standards reference BS 381 C	BS 4800	BS 2660 formerly used	Comments
British Rail house colours	Rail Red	593			=BR Flame Red
	Rail Blue	114			
	Rail Grey	627		=9–095	
British Rail Shipping	Marine Grey	—	—	—	For ships only
Accident Prevention Service	Yellow	356	=08 E 51	0–003*	
British Transport Police	Blue		18 C 39	7–086	For location signs
Travellers-Fare	Rail Red	593			
	Yellow	309	=10 E 53	=0–001	
British Rail signposting	Red	537			Safety colours for use in industry BS 2929
	Yellow	356	=08 E 51	0–003*	
	Green	228		=0–010	
	Blue	107		=0–012	For arrows
	Grey	693		9–101	For fixings
Rolling stock	Freight Brown	446			
	Dark Brown	451		=3–039	'Brake dust' brown
	Dark Grey	633		=9–098	For roofs
	Arctic Blue (Ice Blue)	112		=7–084	For insulated wagons
Road vehicles	Yellow			0–002	
British Transport Advertising	Blue	107		=0–012	
London Transport signs	Red	—	—	—	BCC 29 Oriental Red
	Blue	—	—	—	BCC 149 Stewart Blue
MoT traffic signs	Red	537			
	Yellow	355		0–002*	
	Green	226		6–074*	
	Blue	109		=0–013	
	Grey	693		9–101	For fixings

= Correlation
* Near equivalent

Do not remove this page

Further copies are obtainable from the Director of Industrial Design

sheet no.	1/31
issued	Jan 1965

colour B.R. Rail Blue
B.S.no
Munsell ref

sheet no.	1/31
issued	Jan 1965

colour B.R. Rail Blue
B.S.no
Munsell ref

sheet no.	1/31
issued	Jan 1965

colour B.R. Rail Blue
B.S.no
Munsell ref

sheet no.	1/31
issued	Jan 1965

colour B.R. Rail Blue
B.S.no
Munsell ref

sheet no.	1/31
issued	Jan 1965

colour B.R. Rail Blue
B.S.no
Munsell ref

sheet no.	1/31
issued	Jan 1965

colour B.R. Rail Blue
B.S.no
Munsell ref

sheet no.	1/31
issued	Jan 1965

colour B.R. Rail Blue
B.S.no
Munsell ref

sheet no.	1/31
issued	Jan 1965

colour B.R. Rail Blue
B.S.no
Munsell ref

Do not remove this page

Further copies are obtainable from the Director of Industrial Design

sheet no.	1/32
issued	Jan 1965

colour B.R. Flame Red
B.S. no
Munsell ref

sheet no.	1/32
issued	Jan 1965

colour B.R. Flame Red
B.S. no
Munsell ref

sheet no.	1/32
issued	Jan 1965

colour B.R. Flame Red
B.S. no
Munsell ref

sheet no.	1/32
issued	Jan 1965

colour B.R. Flame Red
B.S. no
Munsell ref

sheet no.	1/32
issued	Jan 1965

colour B.R. Flame Red
B.S. no
Munsell ref

sheet no.	1/32
issued	Jan 1965

colour B.R. Flame Red
B.S. no
Munsell ref

sheet no.	1/32
issued	Jan 1965

colour B.R. Flame Red
B.S. no
Munsell ref

Do not remove this page

Further copies are obtainable from the Director of Industrial Design

sheet no.	1/33
issued	Jan 1965

colour B.R. Rail Grey
B.S. no
Munsell ref

sheet no.	1/33
issued	Jan 1965

colour B.R. Rail Grey
B.S. no
Munsell ref

sheet no.	1/33
issued	Jan 1965

colour B.R. Rail Grey
B.S. no
Munsell ref

sheet no.	1/33
issued	Jan 1965

colour B.R. Rail Grey
B.S. no
Munsell ref

sheet no.	1/33
issued	Jan 1965

colour B.R. Rail Grey
B.S. no
Munsell ref

sheet no.	1/33
issued	Jan 1965

colour B.R. Rail Grey
B.S. no
Munsell ref

sheet no.	1/33
issued	Jan 1965

colour B.R. Rail Grey
B.S. no
Munsell ref

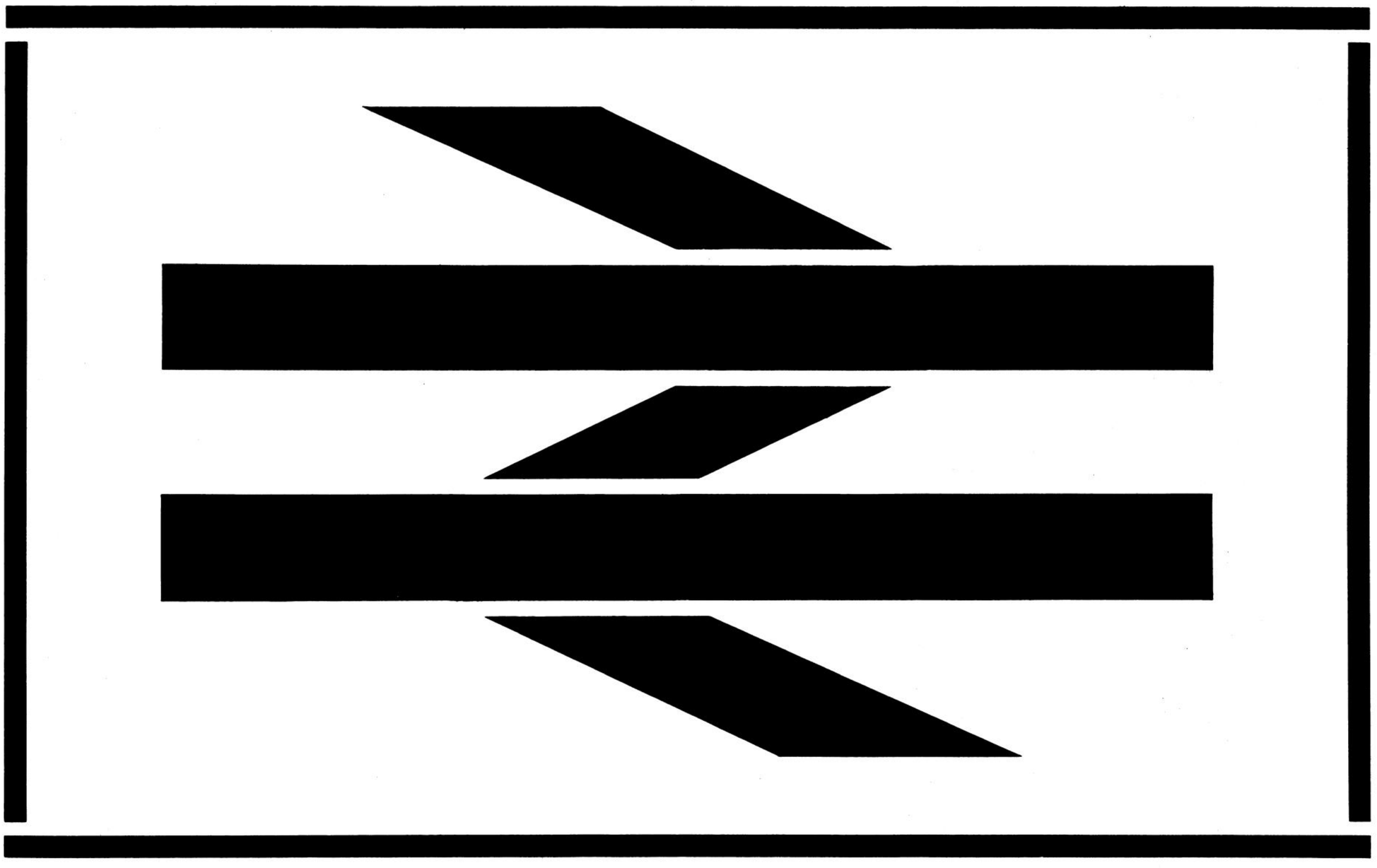
Basic Elements

Symbol for stencil application

sheet no.	1/45
issued	Jan 1966

1. **General** — This version of the symbol may be used for marking packing-cases, tarpaulins, etc., but will never be used for signposting and not for any other purpose where it is practical to use the complete symbol shown on sheet 1/02.

2. **Colour** — This form of symbol may be used in red, black or white, preferably red. Larger copies of this sheet may be obtained on application to the Director of Industrial Design.



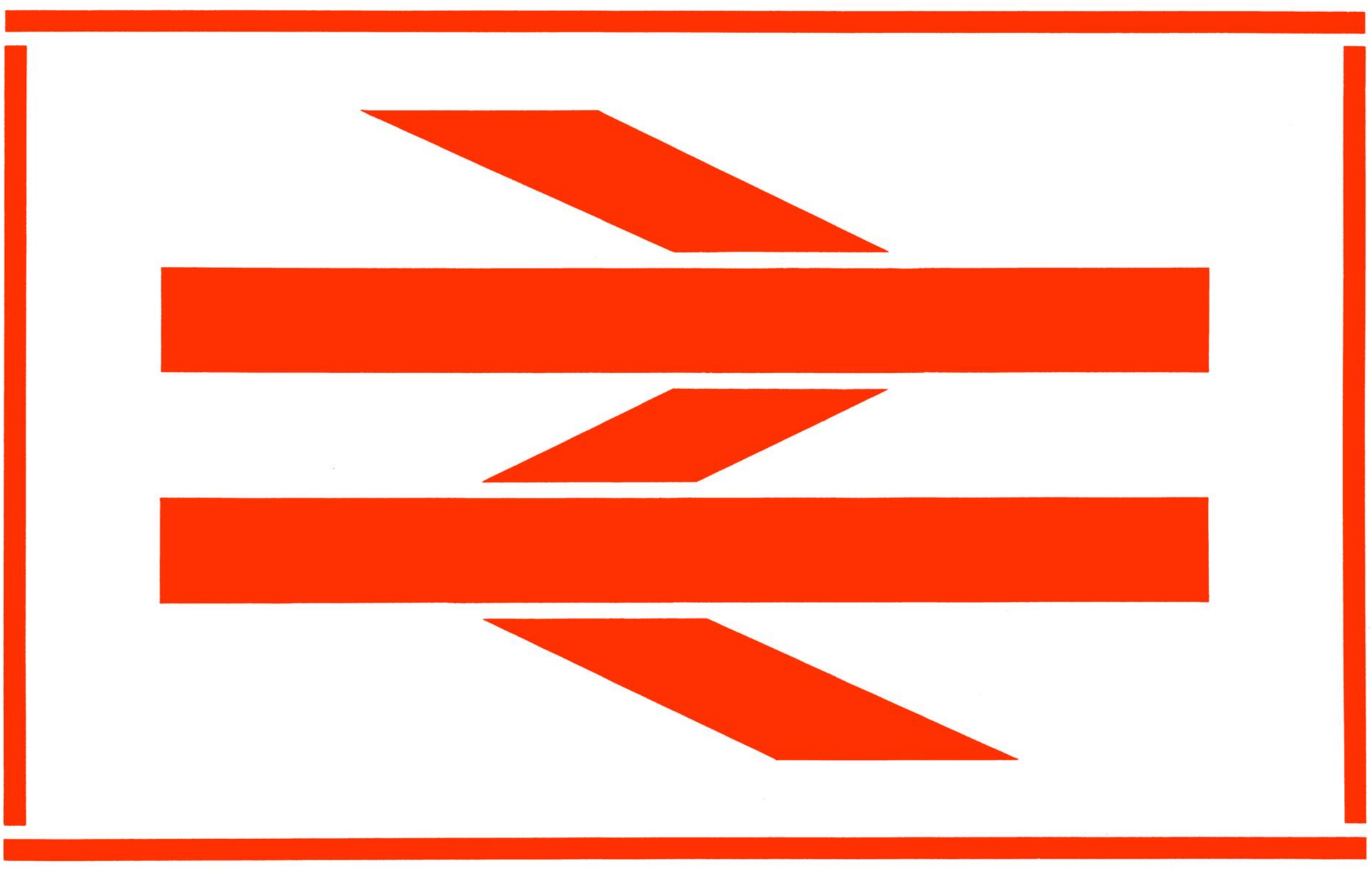
Basic Elements
Symbol for Stencil Application

Sheet No	1/45
Issued	Dec 1985

This version of the Symbol is intended for marking packing-cases, tarpaulins, &c. It must never be used for signposting or for any other application in which the complete Symbol, as shown on Sheet 1/02, could be used.

This form of the Symbol may be used in red, black or white. Red is the preferred colour.

Do not scale this drawing. Photographic references are available from the Director of Industrial Design.



Basic Elements

House Flag
for general use on land

sheet no.	1/46
issued	Jan 1966

Note : Top arrow of symbol points to flagstaff on both sides

Use : As laid down in the memorandum from the Secretary to General Managers 24 February 1966

Colour : White symbol on B.R. Flame Red

Flags should not be dry-cleaned, nor should they be left raised overnight, but taken down at dusk, dried and rolled (not folded) and stored.

Table for assessing flag size according to site height

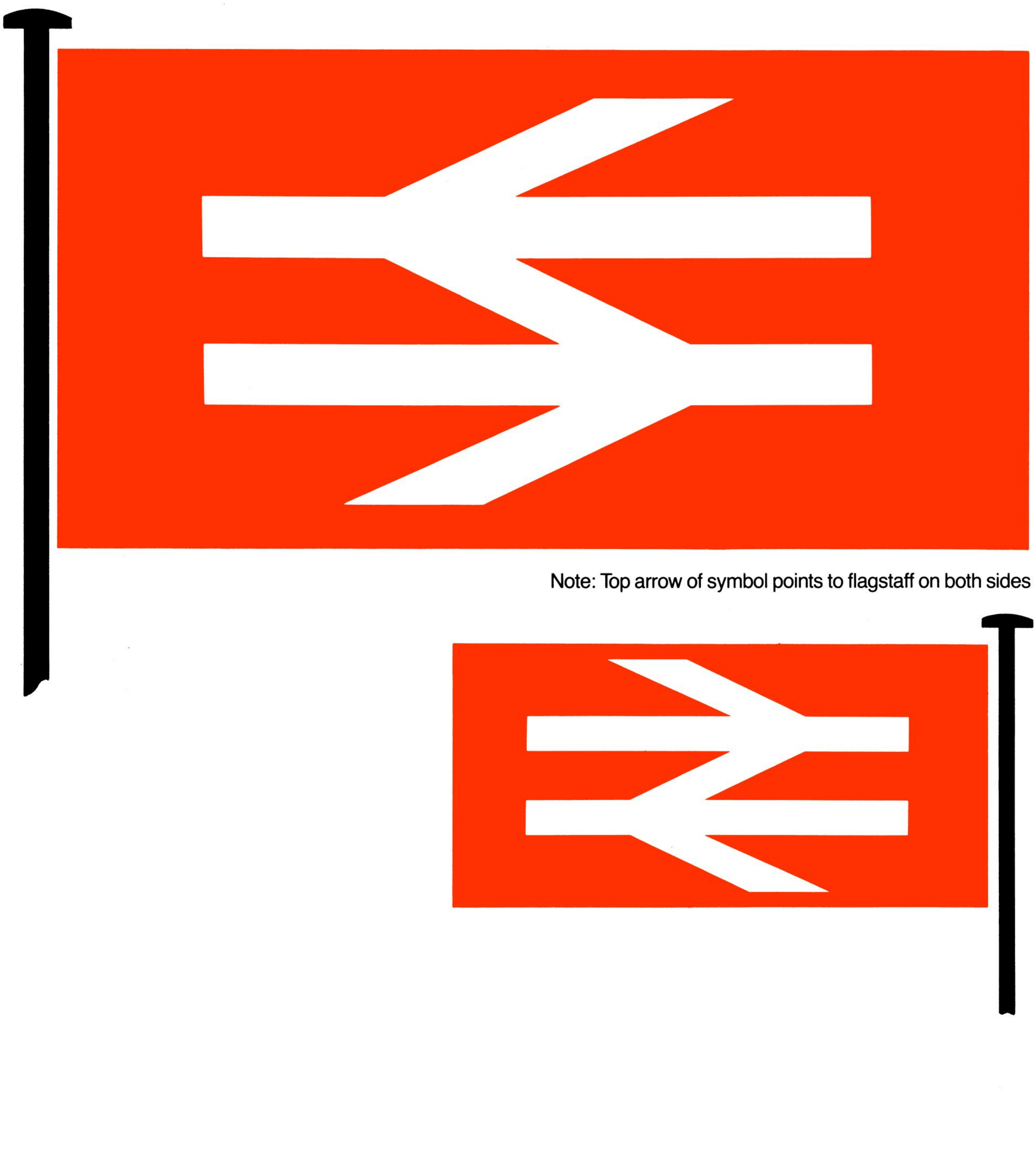
Height, ground to button	Flag size
15-20 feet	• 2yds x 1yd
21-25 feet	$2\frac{1}{2}$yds x $1\frac{1}{4}$yds
26-35 feet	• 3yds x $1\frac{1}{2}$yds
36-45 feet	• 4yds x 2yds
46-60 feet	5yds x $2\frac{1}{2}$yds
above 60 feet	• 6yds x 3yds

• standard size

Basic Elements

House Flag
for general use on land

Sheet No	1/46
Issued	Apr 1985



Note: Top arrow of symbol points to flagstaff on both sides

Use: As laid down in the memorandum from the Secretary to General Managers 24 February 1966

Colour: White symbol on Rail Red

Flags should not be dry-cleaned, nor should they be left raised overnight, but taken down at dusk, dried and rolled (not folded) and stored.

Table for assessing flag size according to site height:

Height, ground to button	*Flag size*
15-20 feet (4.5-6m)	2yds x 1yd* (1.8m x 0.9m)
21-25 feet (6-7.5m)	2½yds x 1¼yds (2.3m x 1.15m)
26-35 feet (7.5-10.5m)	3yds x 1½yds* (2.75m x 1.37m)
36-45 feet (10.5-13.5m)	4yds x 2yds* (3.65m x 1.82m)
46-60 feet (13.5-18.5m)	5yds x 2½yds (4.57m x 2.28m)
above 60 feet (above 18.5m)	6yds x 3yds* (5.48m x 2.74m)

* standard size

Accident Prevention Service

Accident Prevention Service

Accident Prevention Service

Use : Only with the agreement of the Head of Accident Prevention Service

Colour : Black symbol on Yellow B.S. 0-003

Basic Elements
Special symbol for Accident Prevention Service

sheet no.	issued
1/47	Jan 1966

Safety Advisory Service

Safety
Advisory
Service

Safety
Advisory
Service

Use: Only by arrangement with the Safety Advisory Service.

Colour: Lettering black. Symbol black on yellow BS 381C No.356

sheet no.	1/47
issued	Apr 1977

Basic Elements

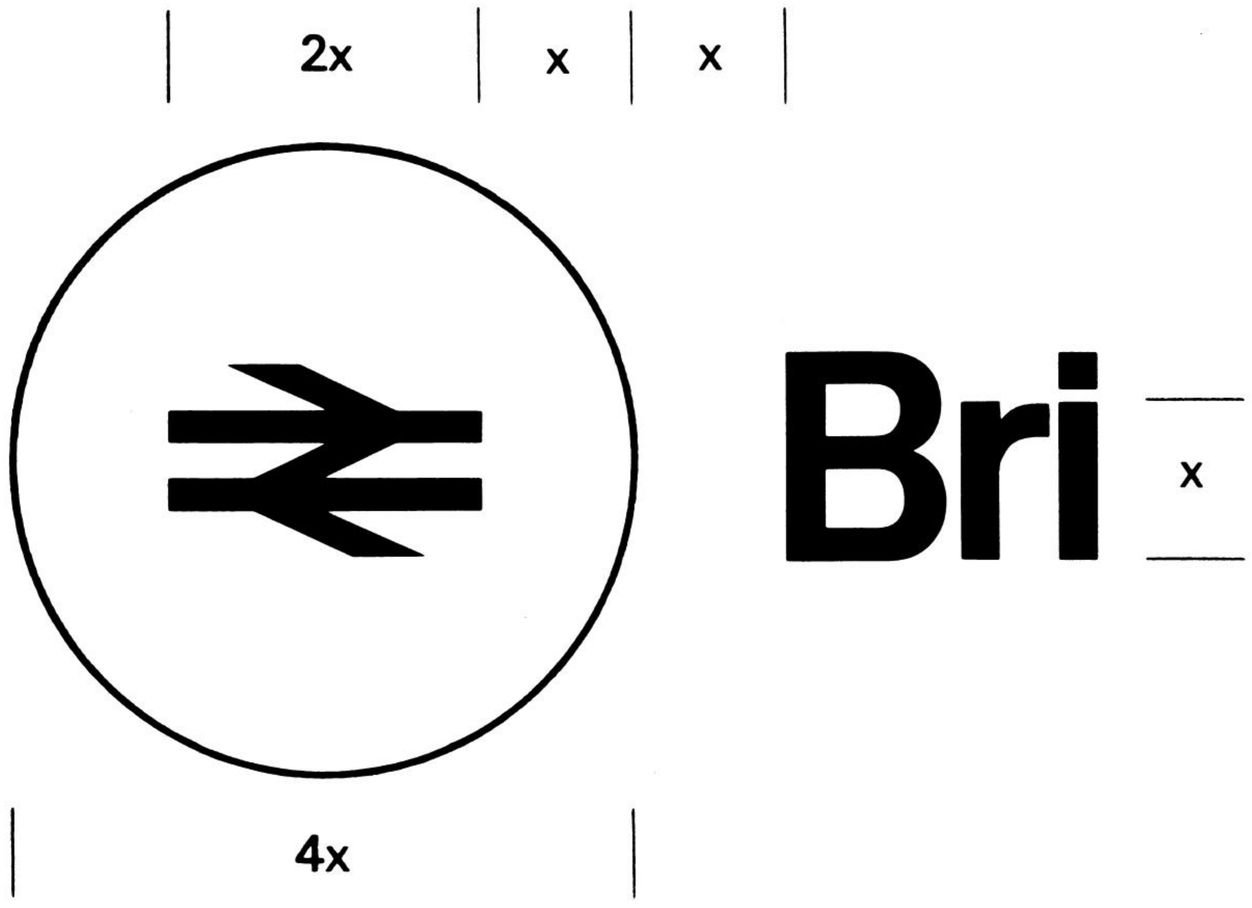
Special logotype for Rail Catering Services

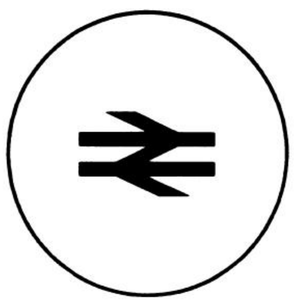
sheet no.	1/48
issued	Jan 1968

Use

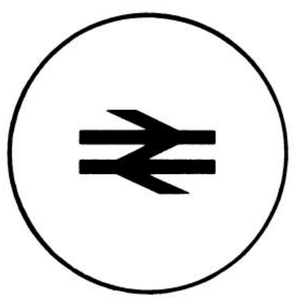
This version of the symbol in a circle is for the exclusive use of the Catering Services. It will be used, with or without logotype "British Rail Catering", for all publicity purposes and as directed by the Corporate Identity Steering Committee. The lettering shown and its relationship to the symbol must be accurately adhered to.

Bromide copies of this logotype suitable for reproduction are available from the Chief Publicity Officer BRB





British Rail Catering



British Rail
Catering

British Rail Catering

British Rail
Catering

Basic Elements

Special logotypes for Travellers-Fare publicity

	sheet no.	1/48
	issued	July 1974

Use

The versions of the Travellers-Fare logotype shown on sheets 1/48 and 1/49 are for all publicity purposes and are to be used as directed by the Corporate Identity Steering Committee. The lettering shown, and its relationship to the symbol must be accurately adhered to.
Bromide copies, suitable for reproduction, are available from the Chief Publicity Officer BRB.

Travellers-Fare

Travellers-Fare

Travellers-Fare

Travellers-Fare

Basic Elements
Special logotype for Rail Catering Services

sheet no.	1/49
issued	Jan 1968

British Rail Catering

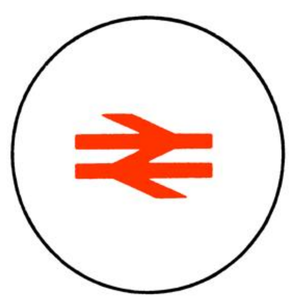
British Rail Catering, Birmingham New Street Station

British Rail
Catering

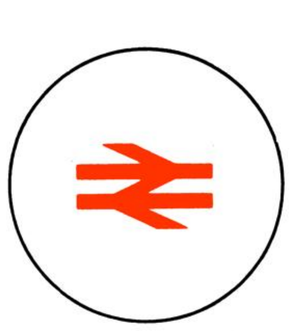
British Rail Catering
Birmingham New Street Station

British Rail Catering

British Rail Catering



British Rail Catering



British Rail Catering

British Rail Catering

British Rail Catering

Basic Elements

Special logotypes for Travellers-Fare publicity

sheet no.	1/49
issued	July1974

Use

These colour variations of the Travellers-Fare logotype are for use on print and for all publicity purposes and are to be used as directed by the Corporate Identity Steering Committee. The lettering shown, and its relationship to the symbol must be accurately adhered to.
Bromide copies, suitable for reproduction, are available from the Chief Publicity Officer BRB.
The Travellers-Fare house colours are BR Flame Red and Bright Yellow. For reference of these colours see sheets 2/301 and 3/601.

Travellers-Fare

Travellers-Fare

Travellers-Fare

Travellers-Fare

Travellers-Fare

Travellers-Fare

Travellers-Fare

Travellers-Fare

List of sheets

Binder 2

Section 2 Printed Publicity

2/01	Jan 68	Printed publicity, general notes (revised)
2/01/1	Jan 68	Typographic notes (revised)
2/02	April 65	House colours for printing
2/03	April 65	Symbols in colour, red
2/04	April 65	Symbols in colour, blue
2/05	April 65	Symbol and British Rail, red
2/06	April 65	Symbol and British Rail, red
2/07	April 65	Symbol and British Rail, blue
2/08	Jan 69	Regional identification (revised)
2/09	April 65	Obsolete
2/10	April 65	Obsolete
2/11	April 65	Obsolete
2/12	Jan 69	Poster layout (revised)
2/12/1	Jan 69	Poster layout (revised)
2/12/2	Jan 69	Poster layout (revised)
2/12/3	Jan 69	Poster layout (revised)
2/12/4	Jan 69	Poster layout (revised)
2/13	Jan 66	British Rail—Continental Ltd
2/14	Jan 66	British Rail—International Inc
2/15	April 66	Harwich/Hook and Zeeland logotypes
2/16	Jan 69	Car Ferries, with region (revised)
2/17	April 66	Car Ferry Service
2/19	April 69	Inter-City logotype (revised)
2/20	April 66	Motorail logotype
2/21	April 66	Seaspeed logotype
2/22	July 66	Obsolete
2/23	Jan 69	Irish Seaways logotype
2/24	Jan 68	Road/Rail/Air link
2/25	April 69	Rail Drive/Godfrey Davis
2/26	June 69	Rail Express Parcels
2/101	April 66	HQ bulletin banner headings
2/106	June 65	Travel Agents sticker
2/110	Oct 65	Travel Agents logotype
2/201	June 65	British Transport Films logotype
2/251	July 68	Pocket timetable layout
2/252	July 68	Pocket timetable layout
2/253	July 68	Pocket timetable layout
2/301	Jan 68	Rail Catering printing notes
2/302	Jan 68	Rail Catering menu layout
2/303	Jan 68	Rail Catering tariff layout
2/303/1	Jan 68	Rail Catering miscellaneous layouts
2/304	Jan 68	Rail Catering timetable symbols
2/305	Jan 68	Rail Catering poster example

Printed Publicity
General notes

sheet no.	2/01
issued	Apr 1965

1 General use

Line blocks or printing plates must be made from originals supplied by Chief Publicity Officer, and the standard proportions must not be altered. Versions of symbol and logotype illustrated here as reversed out of solid panels have been specially drawn and weighted. Reversed blocks should not therefore be made from positive originals.

2 The symbol

The symbol may be printed in isolation from the logotype, according to requirements, in the following manner:
As an isolated symbol in positive (1/02a)
As an isolated symbol reversed out of a solid or a tone where the background prints the major part of the sheet or page (1/02b)
As an isolated symbol in positive surrounded by a ruled rectangle (1/03a)
As an isolated symbol reversed out of a solid or tone panel (1/03b)
As an isolated symbol reversed out of a solid or a tone but surrounded by a reversed line rectangle (1/03c)
As a symbol printed in positive within a panel reversed out of an overall solid or tone (1/03d)

When printing from one colour only. The symbol should be printed wherever possible in BR Publicity Red (or BR Publicity Blue when the printed matter relates to shipping or marine subjects), or in black.
Where however conditions require the printing of type matter in a single colour other than the BR House colours or black, the symbol may be printed in that colour.

When printing from more than one colour. In general it is recommended that when more than one colour is specified, one of them should be either black or BR Publicity Red (or BR Publicity Blue for marine print). If neither of these two colours is used the symbol should appear in the darkest colour.

3 The symbol and logotype

The logotype 'British Rail' may only be used in print in conjunction with the symbol and both must appear in the same form (variations of form are listed below). No mixture of any two variations is permissible e.g. a positive symbol may not be mixed with a negative logotype. In all cases the space between the symbol and logotype must be constant and in accordance with the examples shown on Sheet 1/07.

Printing in colour. The rules as for the Symbol apply.

4 Regional identification

Where Regional identification is necessary (i.e. in publicity for a service which is exclusive to one particular Region), the name of the Region can appear in conjunction with the symbol and as shown on Sheets 2/08—2/10 and colour rules as for the Symbol and Logotype apply.

5 Shipping services

'Shipping Services' should be regarded as an operational division similar to the Regions. The form of presentation of the words 'Shipping Services' is shown on Sheet 2/11.

Colour. The rules for the use of colour are the same as those laid down for the Symbol and Logotype, except that wherever BR Publicity Red is specified the colour BR Publicity Blue should be substituted.

6 Catering services (on trains and stations)

'Catering Services' should be regarded as an operational division similar to the Regions and should follow the same rules. The 'Catering Services' identification lettering is shown on Sheet 2/11. This does *NOT,* however apply to British Transport Hotels which remain wholly outside the present scheme. Colour rules as for the Symbol and Logotype apply.

Printed Publicity
General notes

sheet no.	2/01
issued	Jan 1968

1 General use

Line blocks or printing plates must be made from originals supplied by Chief Publicity Officer, and the standard proportions must not be altered. Versions of symbol and logotype illustrated here as reversed out of solid panels have been specially drawn and weighted. Reversed blocks should not therefore be made from positive originals.

2 The symbol

The symbol may be printed in isolation from the logotype, according to requirements, in the following manner:
As an isolated symbol in positive (1/02a)
As an isolated symbol reversed out of a solid or a tone where the background prints the major part of the sheet or page (1/02b)
As an isolated symbol in positive surrounded by a ruled rectangle (1/03a)
As an isolated symbol reversed out of a solid or tone panel (1/03b)
As an isolated symbol reversed out of a solid or a tone but surrounded by a reversed line rectangle (1/03c)
As a symbol printed in positive within a panel reversed out of an overall solid or tone (1/03d)
As an outline symbol (1/14).

When printing from one colour only. The symbol should be printed wherever possible in BR Publicity Red (or BR Publicity Blue when the printed matter relates to shipping or marine subjects), or in black.
Where however conditions require the printing of type matter in a single colour other than the BR House colours or black, the symbol may be printed in that colour.

When printing from more than one colour. In general it is recommended that when more than one colour is specified, one of them should be either black or BR Publicity Red (or BR Publicity Blue for marine print). If neither of these two colours is used the symbol should appear in the darkest colour.

3 The symbol and logotype

The logotype 'British Rail' may only be used in print in conjunction with the symbol and both must appear in the same form (variations of form are listed below). No mixture of any two variations is permissible e.g. a positive symbol may not be mixed with a negative logotype. In all cases the space between the symbol and logotype must be constant and in accordance with the examples shown on Sheet 1/07.

Printing in colour. The rules as for the Symbol apply.

4 Other identifications

Where Regional identification is necessary (i.e. in publicity for a service which is exclusive to one particular Region), the name of the Region can appear in conjunction with the symbol and as shown on Sheets 2/08—2/10 and colour rules as for the Symbol and Logotype apply.

Other services should be regarded as operational divisions similar to the Regions, for example the presentation of the words 'Shipping Services' as shown on Sheet 2/11.

Colour. The rules for the use of colour are the same as those laid down for the Symbol and Logotype, except that wherever BR Publicity Red is specified the colour BR Publicity Blue should be substituted.

5 Catering Service and British Transport Hotels.

The Catering services have their own form of logotype which is shown on sheets nos. 1/48 and 1/49, in the form of the BR symbol in a circle followed by the words "British Rail Catering" specially drawn. This in various forms is for use in black and Flame Red for all printed applications.

British Transport Hotels have an entirely separate house style and copies of their implementation guide are available on request from the Director of Industrial Design, BRB.

Printed Publicity
Typographic Notes

sheet no.	2/01/1
issued	Apr 1965

List of recommended type faces for general use on Publicity material within the BR Corporate Identity programme, together with size limitation where applicable.

1 **Preferred faces**

It is strongly recommended that the Univers range of type faces, which is cut by the Monotype Corporation, is adopted as the standard range for both display and text settings. Within this range, Univers 55 (Monotype No. 689) is the recommended weight for the setting of solid text matter.

Display lines should be set in U/L case.

Univers variants 45, 46, 53, 55, 56, 65 and 66 are not recommended where they appear as display on general print work in sizes larger than 30 pt.

2 **Acceptable faces**

Where it is impossible to obtain typefaces of the Univers range the following are acceptable alternatives for text setting: Monotype Grotesque 215, Grotesque Bold 216 and Grotesque Light 126, and Haas Type Foundary's Neue Haas Grotesque medium and Neue Haas Light. For display material and headlines, Monotype Grotesque 216 and Gothic 150 and Neue Haas Medium and Bold.

3 **Temporarily acceptable faces**

Where a booklet or piece of print is to be produced as a straight-forward reprint or as a facsimile of an existing design, it will be acceptable for reasons of economy to use existing blocks, plates or standing type. This should however be regarded essentially as a temporary measure, and it is hoped that all print will as far as possible be redesigned to conform to the new BR Corporate Identity typographic style. For text matter serif faces such as Baskerville, Plantin and Times will be acceptable.

4 **Logotype**

Where the phrase British Rail appears in the form of a heading or footing, either with or without the symbol, it will appear as shown on sheet 1/07. Where it is incorporated in text matter it may conform to the type face used for the text, providing that the approved logotype appears elsewhere.

Printed Publicity
Typographic Notes

sheet no.	2/01/1
issued	Jan 1968

List of recommended type faces for general use on Publicity material within the BR Corporate Identity programme, together with size limitation where applicable.

1 **Preferred faces**

It is strongly recommended that the Univers range of type faces, which is cut by the Monotype Corporation, is adopted as the standard range for both display and text settings. Within this range, Univers 55 (Monotype No. 689) is the recommended weight for the setting of solid text matter.

Display lines should be set in U/L case.

Univers variants 45, 46, 53, 55, 56, 65 and 66 are not recommended where they appear as display on general print work in sizes larger than 30 pt.

2 **Acceptable faces**

Where it is impossible to obtain typefaces of the Univers range the following are acceptable alternatives for text setting: Monotype Grotesque 215, Grotesque Bold 216 and Grotesque Light 126, and Haas Type Foundary's Neue Haas Grotesque (Helvetica) Medium and Neue Haas (Helvetica) Light. For display material and headlines, Monotype Grotesque 216 and Gothic 150 and Neue Haas (Helvetica) Medium and Bold. For text matter serif faces such as Baskerville, Plantin and Times will be acceptable.

3 **Logotype**

Where the phrase British Rail appears in the form of a heading or footing, either with or without the symbol, it will appear as shown on sheet 1/07. Where it is incorporated in text matter it may conform to the type face used for the text, providing that the approved logotype appears elsewhere.

Printed Publicity

House colours for printed applications

	sheet no.	2/02
	issued	Apr 1965

a. BR Publicity Red

BR Publicity Red is matched by Coates Bros. Inks Ltd. Flame Scarlet Letterpress P18058

b. BR Publicity Blue

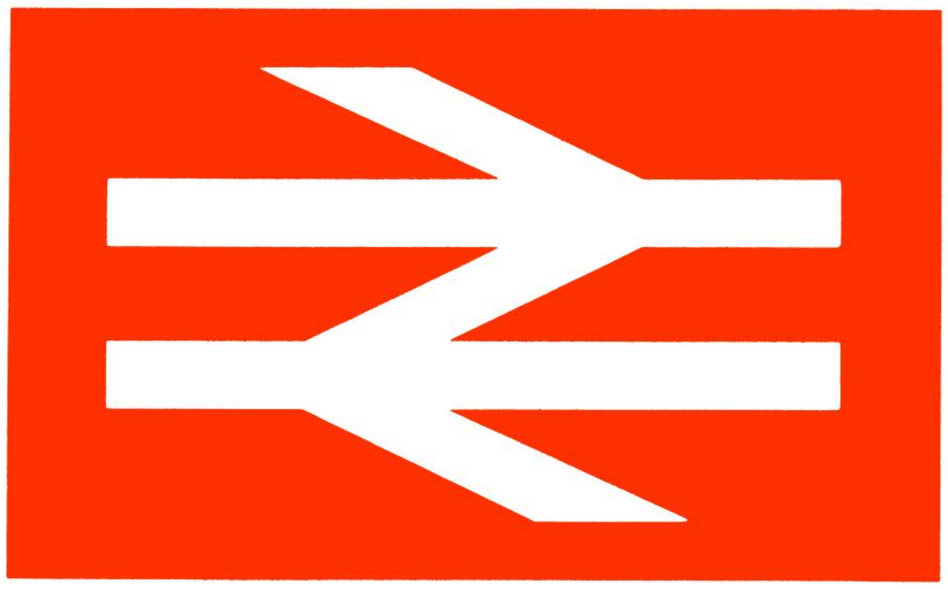
BR Publicity Blue is matched by Coates Bros. Inks Ltd. Permanent Brilliant Blue. Letterpress P22018

Printed Publicity

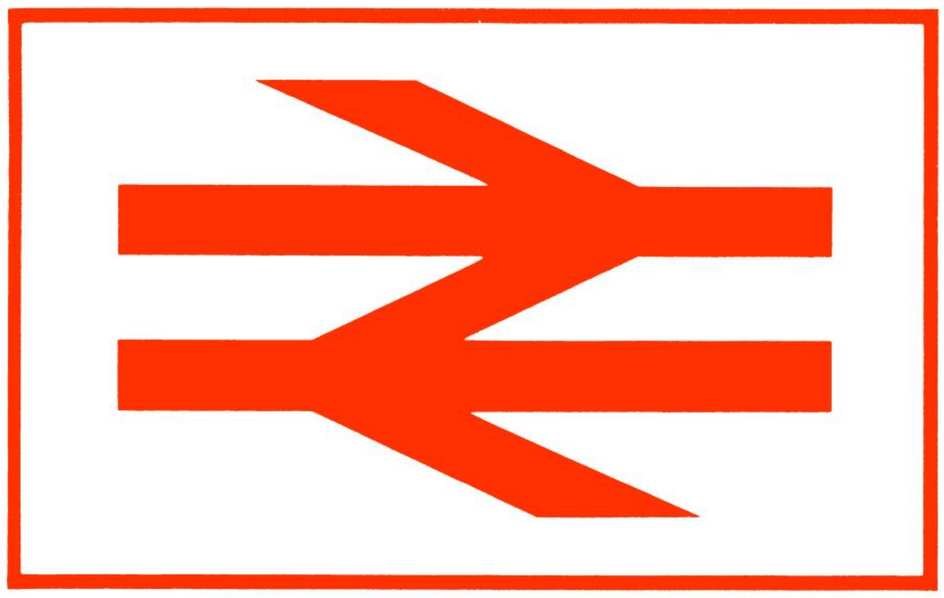
Symbol in colour for rail publicity

sheet no.	2/03
issued	Apr 1965

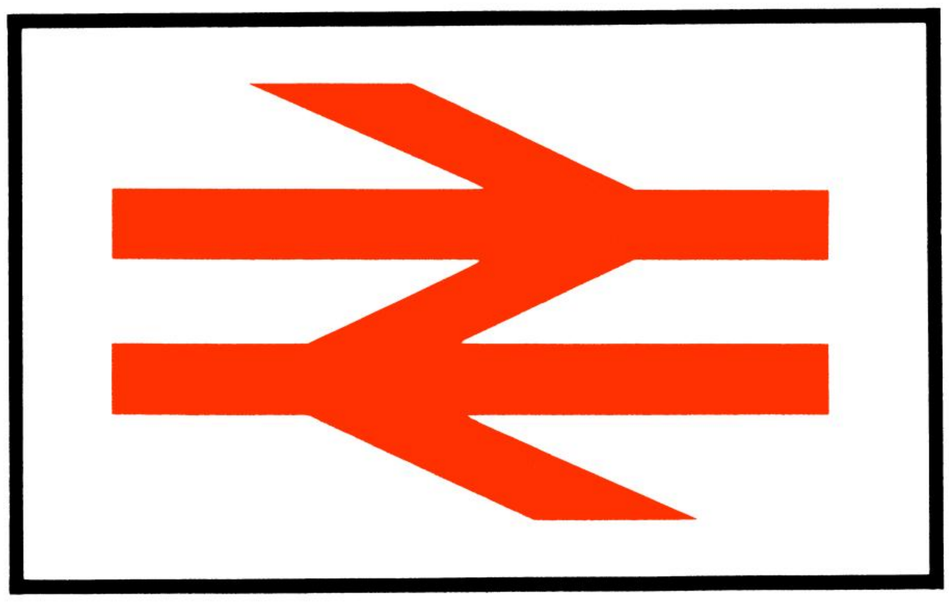
a. Symbol in BR Publicity Red on white ground



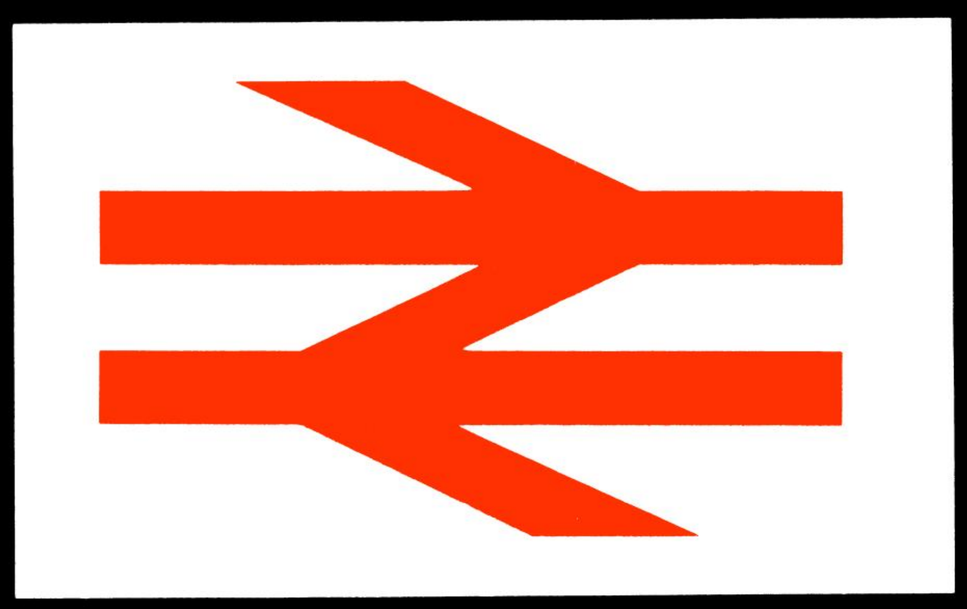
b. Symbol reversed out of BR Publicity Red panel



c. Symbol surrounded by a ruled rectangle all in BR Publicity Red



d. Symbol in BR Publicity Red surrounded by a ruled rectangle in black

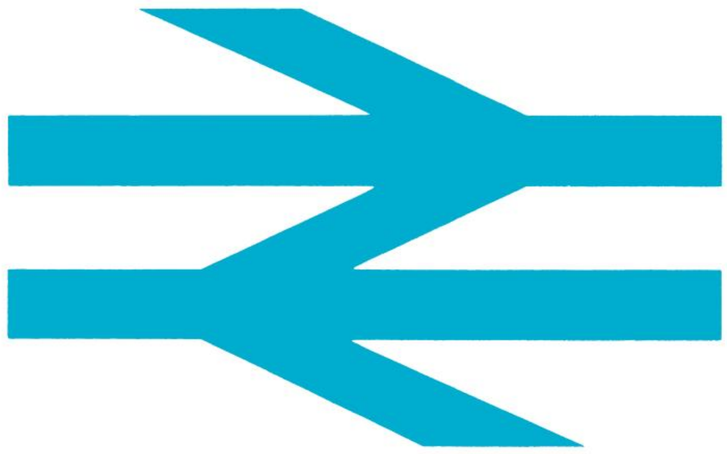


e. Symbol in BR Publicity Red within a panel reversed out of background

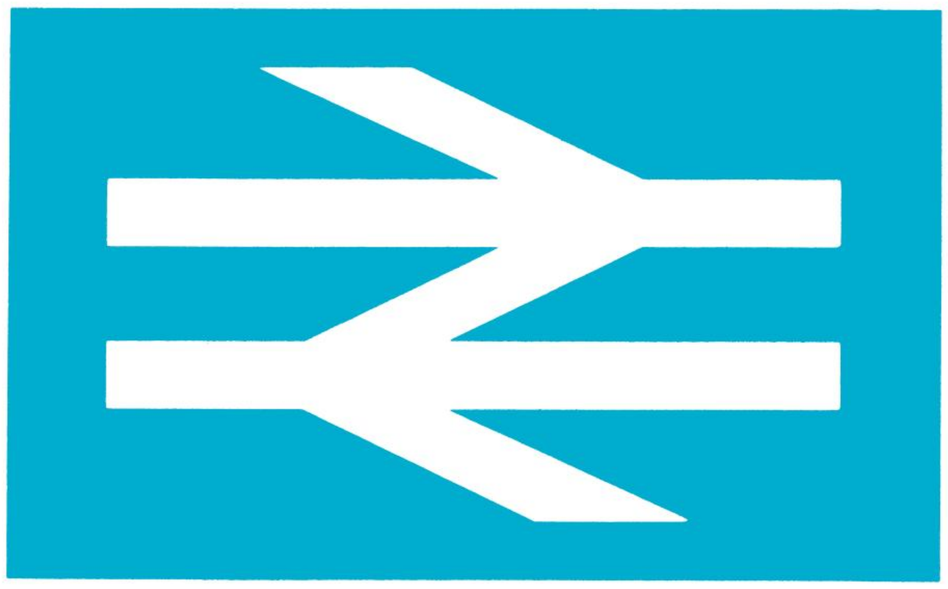
Printed Publicity

Symbol in colour for shipping publicity

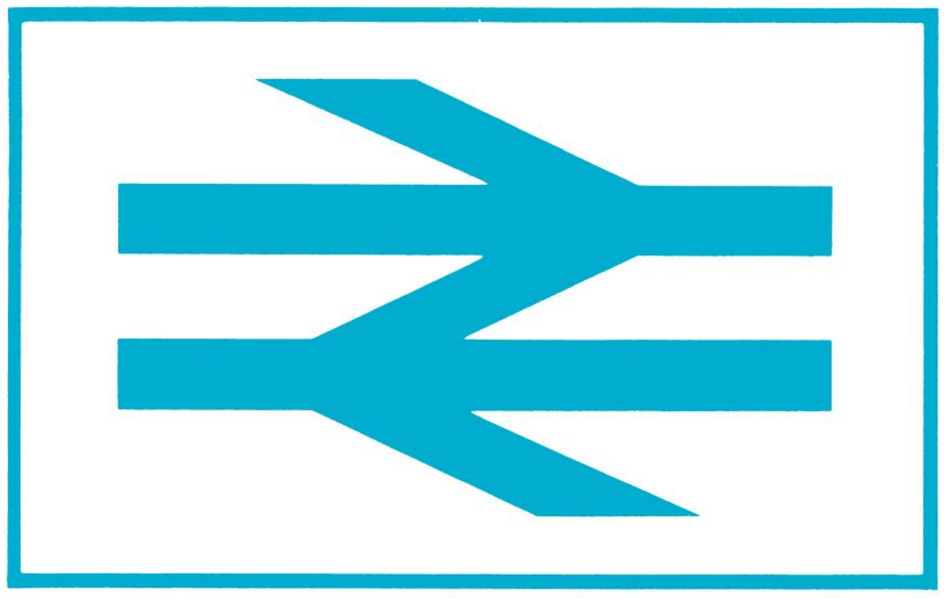
	sheet no.	2/04
	issued	Apr 1965



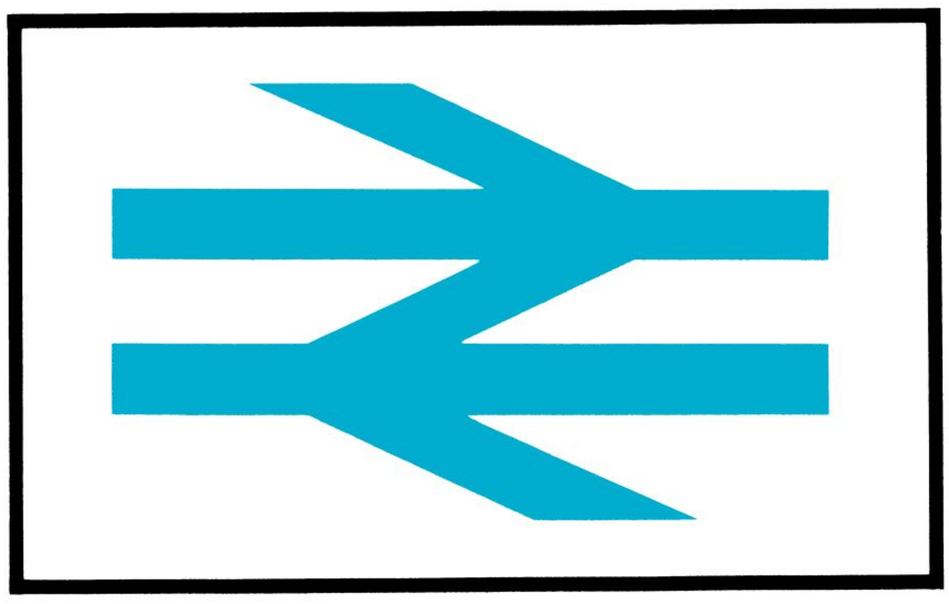
a. Symbol in BR Publicity Blue on white ground



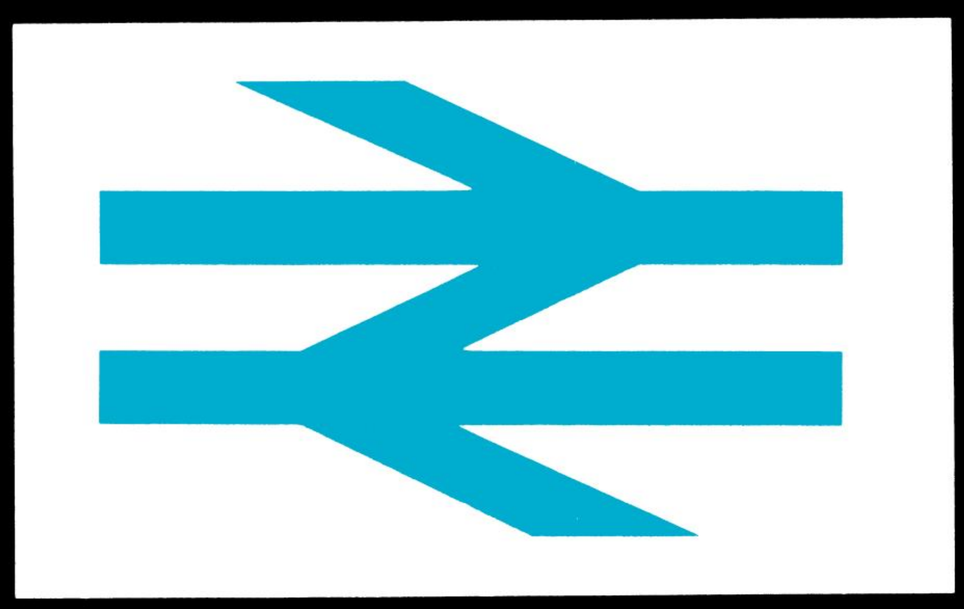
b. Symbol reversed out of BR Publicity Blue panel



c. Symbol surrounded by a ruled rectangle all in BR Publicity Blue



d. Symbol in BR Publicity Blue surrounded by a ruled rectangle in black



e. Symbol in BR Publicity Blue within a panel reversed out of background

Printed Publicity

Symbol and logotype in colour for rail publicity

sheet no.	2/05
issued	Dec 1979

British Rail

a. Symbol and logotype in BR Publicity Red

British Rail

b. Symbol in **BR Publicity Red** with logotype in black

British Rail

c. Symbol and logotype within ruled rectangles all in **BR Publicity Red**

British Rail

d. Symbol and logotype in **BR Publicity Red** within ruled rectangles in black

British Rail

e. Symbol in **BR Publicity Red** with logotype in black within ruled rectangles in black

Printed Publicity
Symbol and logotype in colour for rail publicity

sheet no.	2/05
issued	Apr 1965

British Rail

a. Symbol and logotype in BR Publicity Red

British Rail

b. Symbol in **BR Publicity Red** with logotype in black

British Rail

c. Symbol and logotype within ruled rectangles all in **BR Publicity Red**

British Rail

d. Symbol and logotype in BR Publicity Red within ruled rectangles in black

British Rail

e. Symbol in BR Publicity Red with logotype in black within ruled rectangles in black

Printed Publicity

Symbol and logotype in colour for rail publicity

sheet no.	2/06
issued	Apr 1965

British Rail

a. Symbol and logotype reversed out of panels of BR Publicity Red

b. Symbol reversed out of panel of BR Publicity Red, logotype reversed out of solid or tone panel of black

c. Symbol and logotype in BR Publicity Red reversed panels

d. Symbol in BR Publicity Red logotype in black within reversed panels

Printed Publicity

Symbol and logotype in colour for shipping publicity

sheet no.	2/07
issued	Apr 1965

British Rail

a. Symbol and logotype in BR Publicity Blue

British Rail

b. Symbol and logotype within ruled rectangles all in BR Publicity Blue

British Rail

c. Symbol and logotype in BR Publicity Blue within ruled rectangles in black

British Rail

d. Symbol and logotype reversed out of panels of BR Publicity Blue

British Rail

e. Symbol and logotype in BR Publicity Blue within reversed panels

Printed Publicity

Symbol and logotype with regional identification

sheet no.	2/08
issued	Apr 1965

British Rail

London Midland Region

a. Form and proportions to be followed for London Midland Region. To appear in **BR Publicity Red** or black

British Rail | London Midland Region

b. Alternative arrangement for a.

British Rail

North Eastern Region

c. Form and proportions to be followed for North Eastern Region. To appear for in BR **Publicity Red** or black

British Rail | North Eastern Region

d. Alternative arrangement for c.

Printed Publicity

Symbol and logotype
with regional identification

sheet no.	2/08
issued	Jan 1969

British Rail London Midland

British Rail Eastern

British Rail Western

British Rail Southern

British Rail Scotland

To appear in **BR Publicity** Red or black

Printed Publicity

Symbol

with regional identification

sheet no.	2/08
issued	Aug 1978

London Midland

Eastern

Southern

Western

Scotland

Printed Publicity

Symbol and logotype with regional identification

sheet no.	2/09
issued	Apr 1965

British Rail

Southern Region

a. Form and proportions to be followed for Southern Region. To appear in BR Publicity Red or black

British Rail Southern Region

b. Alternative arrangement to a.

British Rail

Eastern Region

c. Form and proportions to be followed for Eastern Region. To appear in BR Publicity Red or black

British Rail Eastern Region

d. Alternative arrangement to c.

Printed Publicity
Symbol
with regional identification

sheet no.	2/09
issued	Aug 1978

London Midland

Eastern

Southern

Western

Scotland

Printed Publicity

Symbol and logotype with regional identification

sheet no.	2/10
issued	Apr 1965

British Rail

Western Region

a. Form and proportions to be followed for Western Region. To appear in BR Publicity Red or black

British Rail | Western Region

b. Alternative arrangement for a.

British Rail

Scottish Region

c. Form and proportions to be followed for Scottish Region. To appear in BR Publicity Red or black

British Rail | Scottish Region

d. Alternative arrangement for c.

Printed Publicity
Symbol
with regional identification

sheet no.	2/10
issued	Aug 1978

London Midland

Eastern

Southern

Western

Scotland

Printed Publicity

Symbol and logotype with divisional identification

sheet no.	2/11
issued	Apr 1965

British Rail

Catering Services

a. Form and proportions to be followed for Catering Services. To appear in BR Publicity Red or black

British Rail | Catering Services

b. Alternative arrangement for a.

British Rail

Shipping Services

c. Form and proportions to be followed for Shipping Services. To appear in BR Publicity Blue or black

British Rail | Shipping Services

d. Alternative arrangement to c.

Printed Publicity

Use of Symbol and Logotype on posters

sheet no.	2/12
issued	Jan 1969

1 The intention of the instructions contained on this and the following sheets is to establish consistency of practice in applying the symbol and logotypes to British Rail posters.

2 It is appreciated that there will need to be exceptions to these recommendations. It is therefore permissible to show the symbol and logotype in some different way to meet over-riding commercial or other considerations, but this must be the exception and not the rule.

3 Under certain circumstances logotypes can be dispensed with where special use of the symbol makes this desirable.

4 Exceptions to the recommended applications can only be made by executive decision of the British Rail officer concerned; in no case may it be left solely to the discretion of the poster designer.

5 On 40″ x 50″ broadside posters (sheet 2/12/1) the size for the symbol and logotype block is to be between $24\frac{1}{4}$″ wide (designs 1 and 3) and $12\frac{1}{8}$″ wide (design 2) allowing a minimum border of $\frac{3}{4}$″. The symbol and logotype block together with the divisional identification can be used full width if required (design 4). The positions indicated in designs 1 - 4 are preferred. The blocks may be centred (design 5) and in this case must not be less than $24\frac{1}{4}$″ wide.

6 On 40″ x 25″ upright posters (sheet 2/12/2) the size for the symbol and logotype block is to be between $23\frac{1}{2}$″ wide (designs 6 and 8) and $11\frac{3}{4}$″ wide (design 7) allowing a minimum border of $\frac{3}{4}$″. The blocks may be centred.

7 On 30″ x 40″ broadside posters (sheet 2/12/3) the size for the symbol and logotype block is to be between $19\frac{3}{8}$″ wide (designs 9 and 11) and $9\frac{11}{16}$″ wide (design 10) allowing a minimum border of $\frac{5}{8}$″. The symbol and logotype block together with the divisional identification can be used full width if required (design 12). The positions indicated in designs 9 - 12 are preferred. The blocks may be centred (design 13) and in this case must not be less than $19\frac{3}{8}$″ wide.

8 On 30″ x 20″ upright posters (sheet 2/12/4) the size for the symbol and logotype block is to be between $18\frac{3}{4}$″ wide (designs 14 and 16) and $9\frac{3}{8}$″ wide (design 15) allowing a minimum border of $\frac{5}{8}$″. The blocks may be centred.

9 On 60″ x 40″ posters, whether upright or broadside, the symbol and logotype should be $1\frac{1}{4}$″ from the edge. For sizes above 60″ x 40″ the margin should be increased to 2″. The applications should be as shown in sheets 2/12/3 and 2/12/4.

10 The symbol and logotype block should appear only once on any poster, although the symbol alone may appear more than once when used as part of the design.

11 Where absolutely necessary, in order to fit in a message or slogan above the symbol and logotype (at the top of a poster), or below (at the bottom of a poster), the block may be lowered or raised, but normally this movement should not be greater than is necessary to accommodate two lines of type and the margins given above must be maintained. When possible the type should be set to the same length as the block.

12 Other directions are given in the General Notes on printed publicity sheet 2/01 and Typographical Notes on sheet 2/01/1.

Printed Publicity

Use of Symbol and Logotype on posters

sheet no.	2/12
issued	Jun 1966

1 The intention of the instructions contained on this and the following sheets is to establish consistency of practice in applying the symbol and logotypes to British Rail posters.

2 It is appreciated that there will need to be exceptions to these recommendations. It is therefore permissible to show the symbol and logotype in some different way to meet over-riding commercial or other considerations, but this must be the exception and not the rule.

3 Under certain circumstances logotypes can be dispensed with where special use of the symbol makes this desirable.

4 Exceptions to the recommended applications can only be made by executive decision of the British Rail officer concerned; in no case may it be left solely to the discretion of the poster designer.

5 On 40″ x 50″ broadside posters (sheet 2/12/1) the symbol and logotype block is to be either 22″ wide (designs 1 and 3) or 11″ wide (designs 2 and 4). In all cases the block is to be 1½″ from the edge. The symbol and logotype block, together with divisional identification, can be used full width if required (design 5).

6 On 40″ x 25″ upright posters (sheet 2/12/2) the symbol and logotype block is to be either 22″ wide (designs 6 and 8) or 11″ wide (designs 7 and 9). In all cases the block is to be 1½″ from the edge.

7 On 30″ x 40″ broadside posters (sheet 2/12/3) the symbol and logotype block is to be 17½″ wide (designs 10 and 11) or 37½″ wide (design 12). In all cases the block is to be 1¼″ from the edge.

8 On 30″ x 20″ upright posters (sheet 2/12/4) the symbol and logotype block is to be either 17½″ wide (designs 13 and 15) or 8¾″ wide (designs 14 and 16). In all cases the block is to be 1¼″ from the edge.

9 On 60″ x 40″ posters, whether upright or broadside, the symbol and logotype should be 1½″ from the edge. For sizes above 60″ x 40″ the margin should be increased to 3″. The applications should be as shown in sheets 2/12/3 and 2/12/4.

10 The symbol and logotype block should appear only once on any poster, although the symbol alone may appear more than once when used as part of the design.

11 Where absolutely necessary, in order to fit in a message or slogan above the symbol and logotype (at the top of a poster), or below (at the bottom of a poster), the block may be lowered or raised, but normally this movement should not be greater than is necessary to accommodate two lines of type and the margins given above must be maintained. When possible the type should be set to the same length as the block.

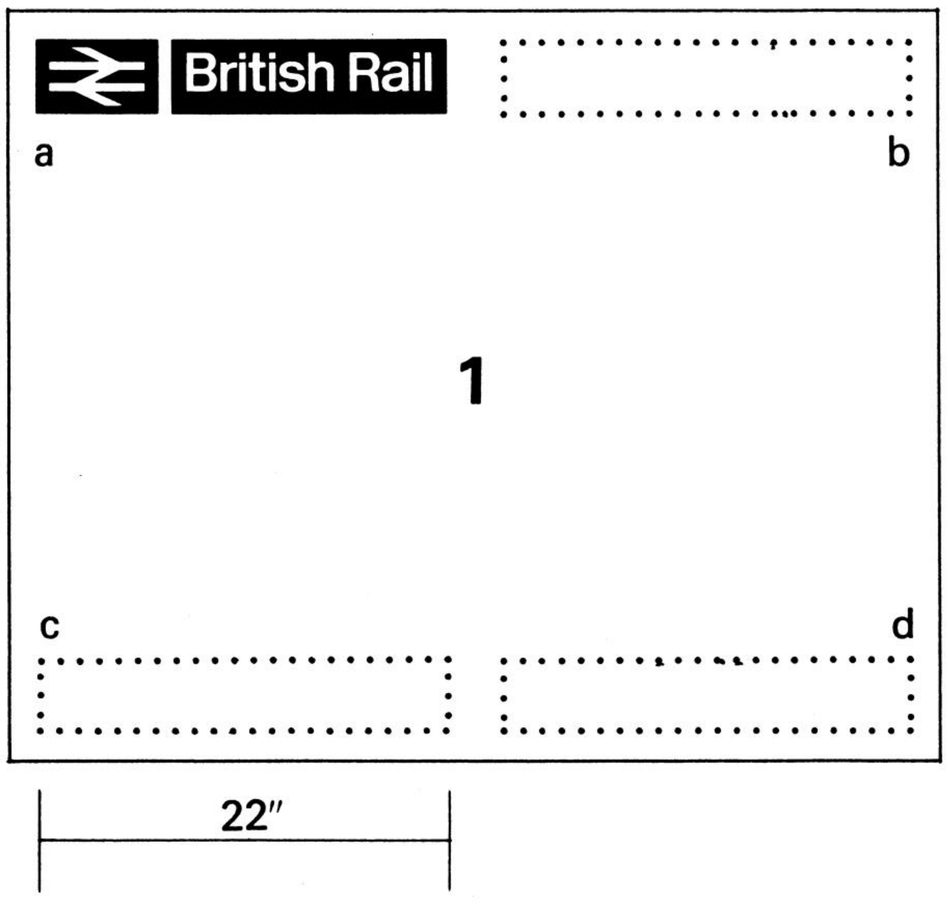
12 Other directions are given in the General Notes on printed publicity sheet 2/01 and Typographical Notes on sheet 2/01/1.

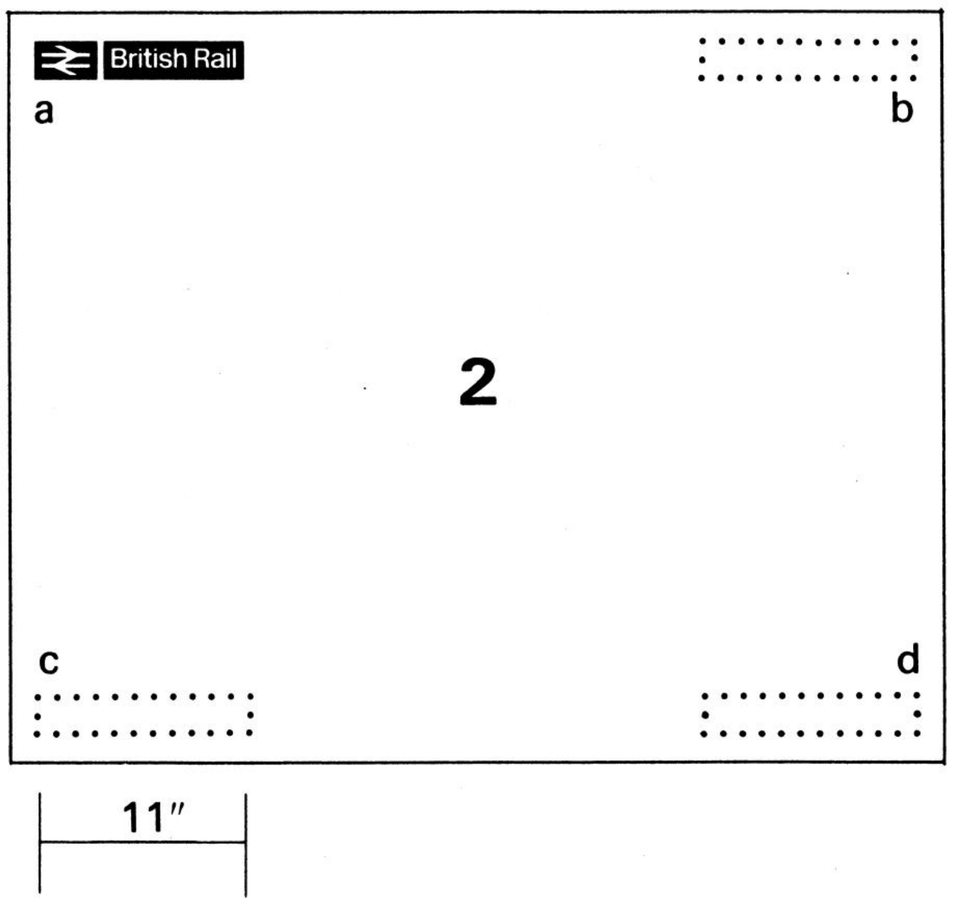
Printed Publicity

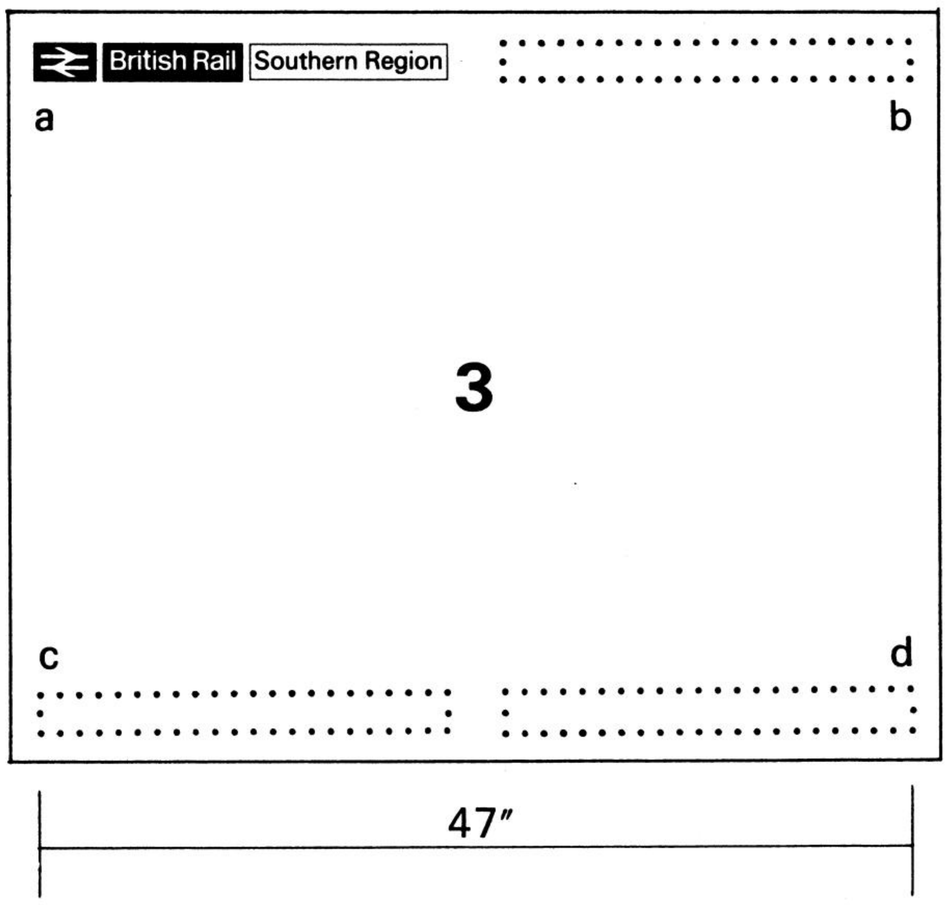
Use of Symbol and Logotype on posters 40″x 50″broadside

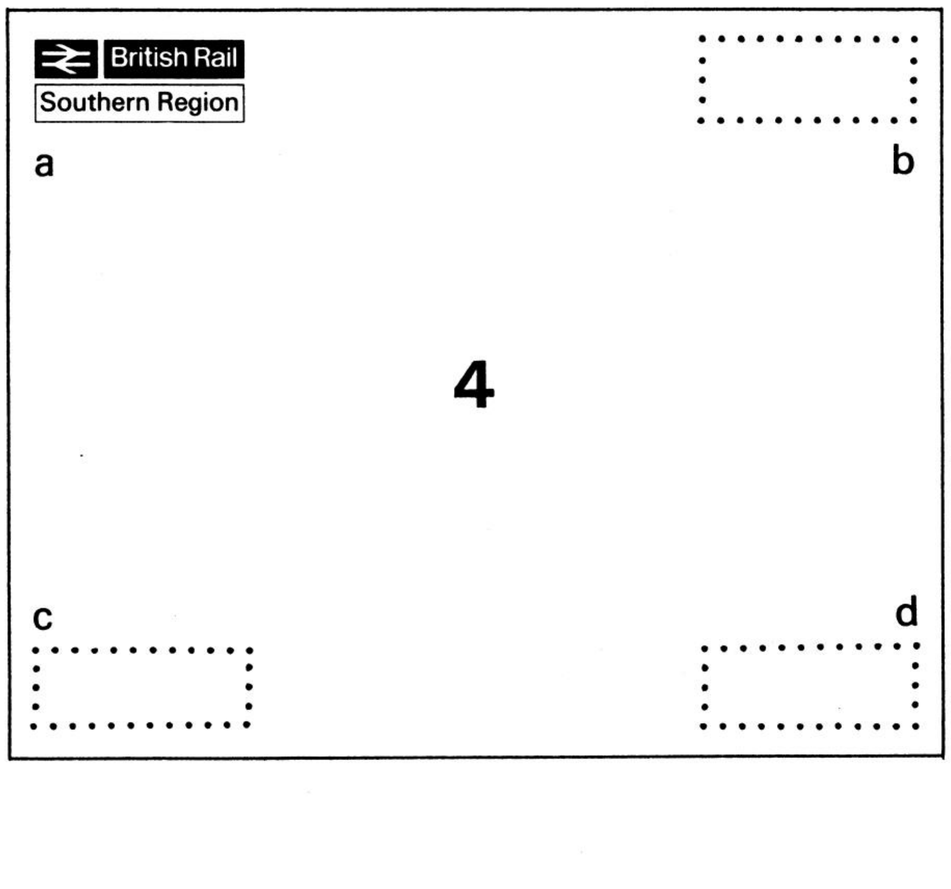
sheet no.	2/12/1
issued	Jun 1966

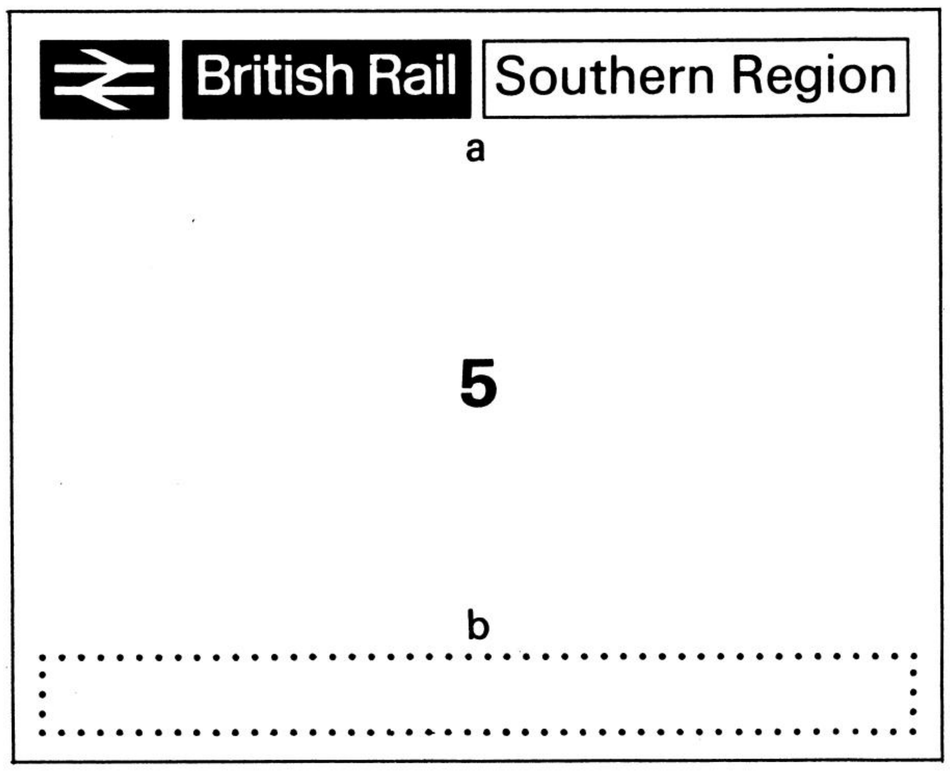
All blocks to be 1½″ from edge









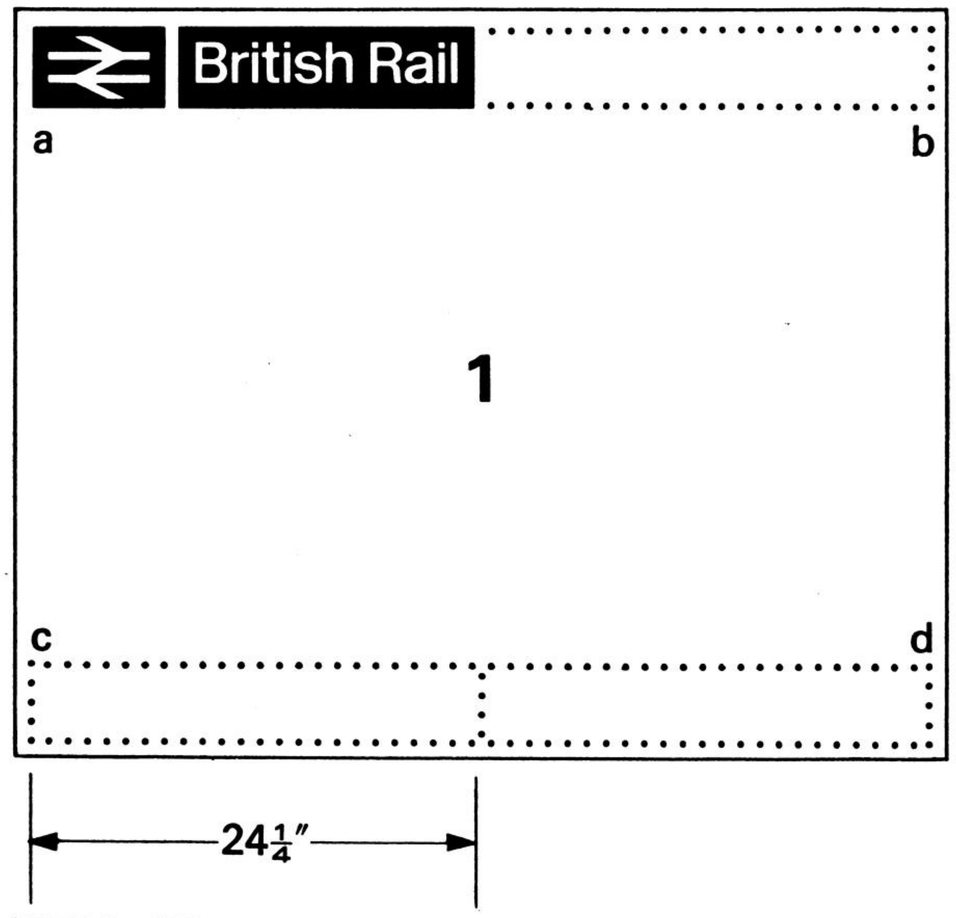


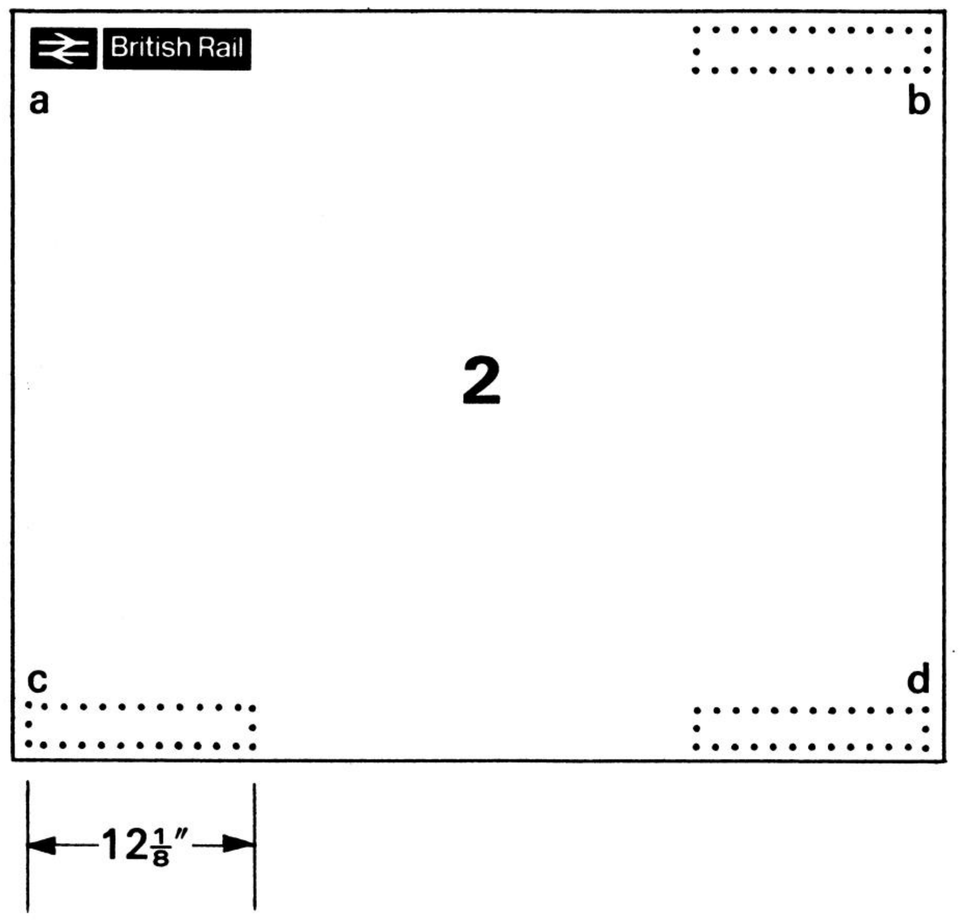
Printed Publicity

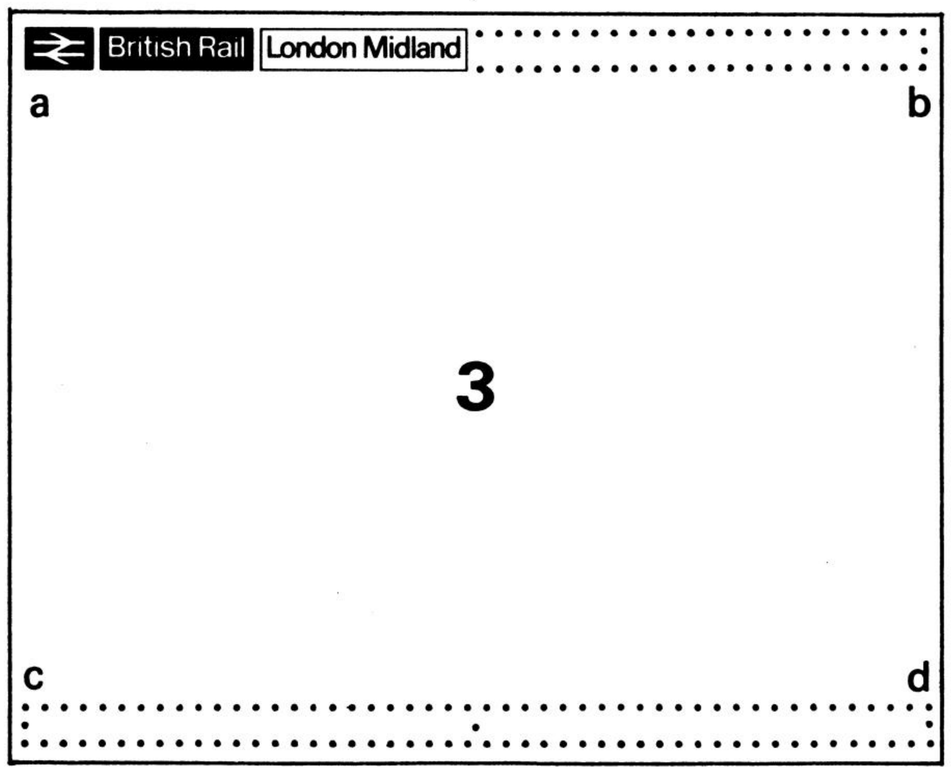
Use of Symbol and Logotype on posters 40″x 50″broadside

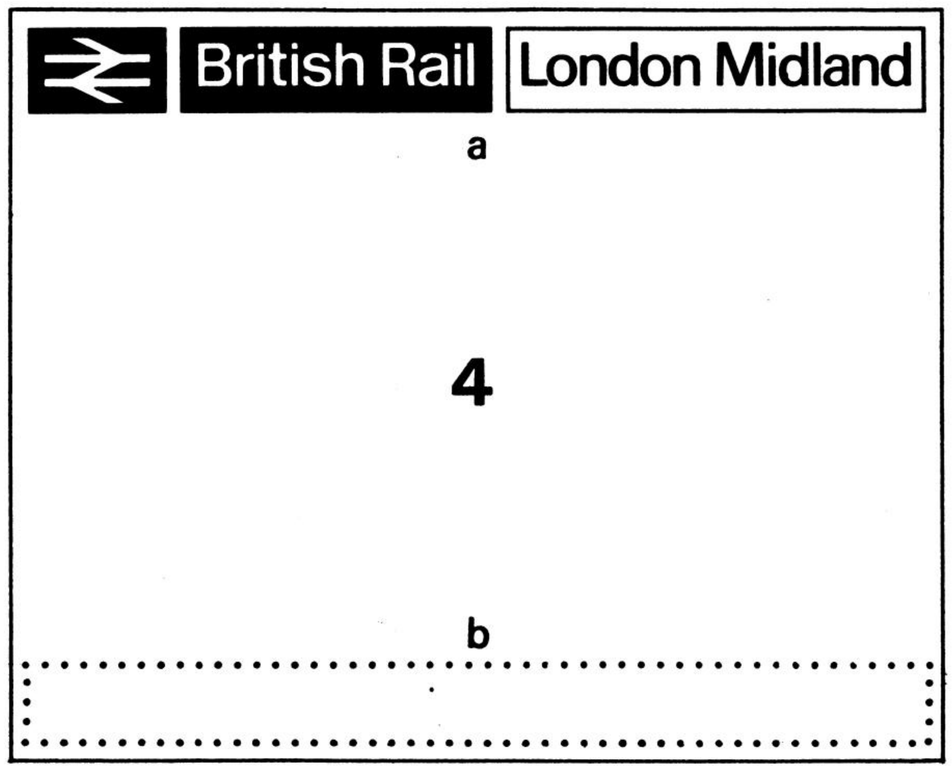
sheet no.	2/12/1
issued	Jan 1969

All blocks to be ¾″ from edge







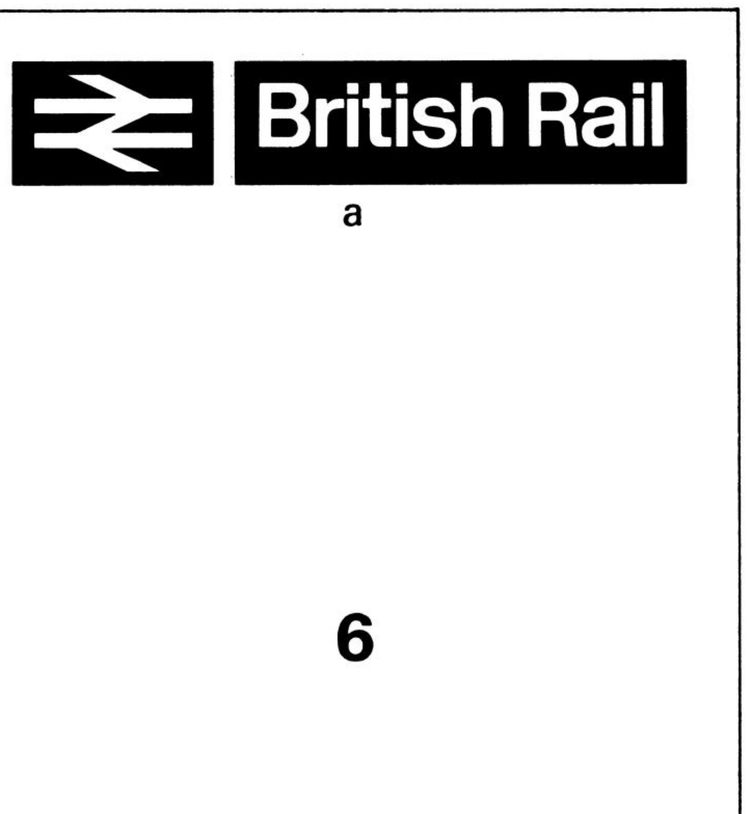


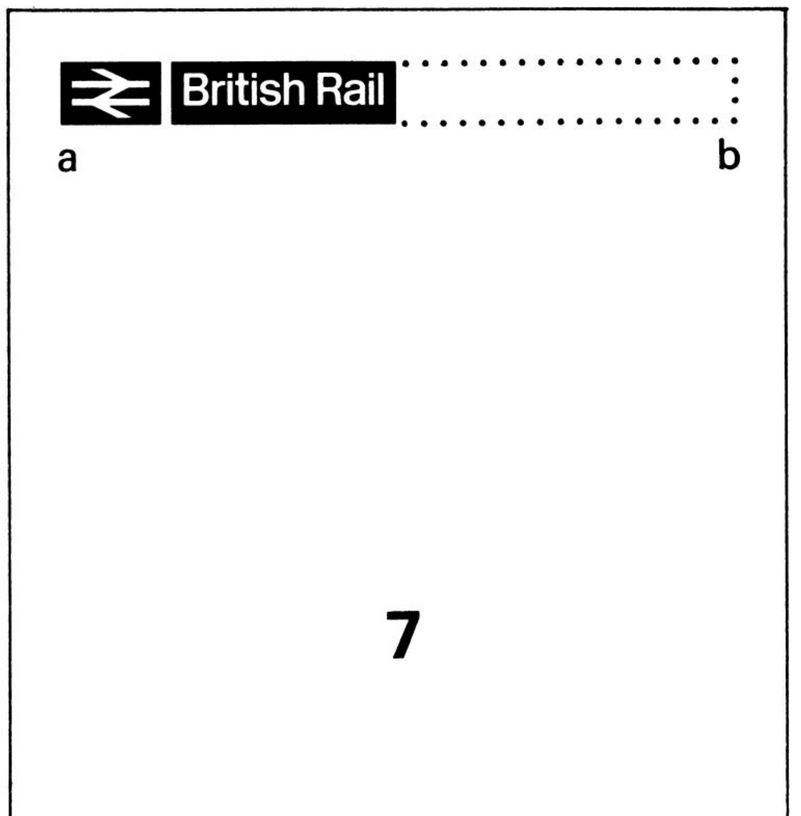
Printed Publicity

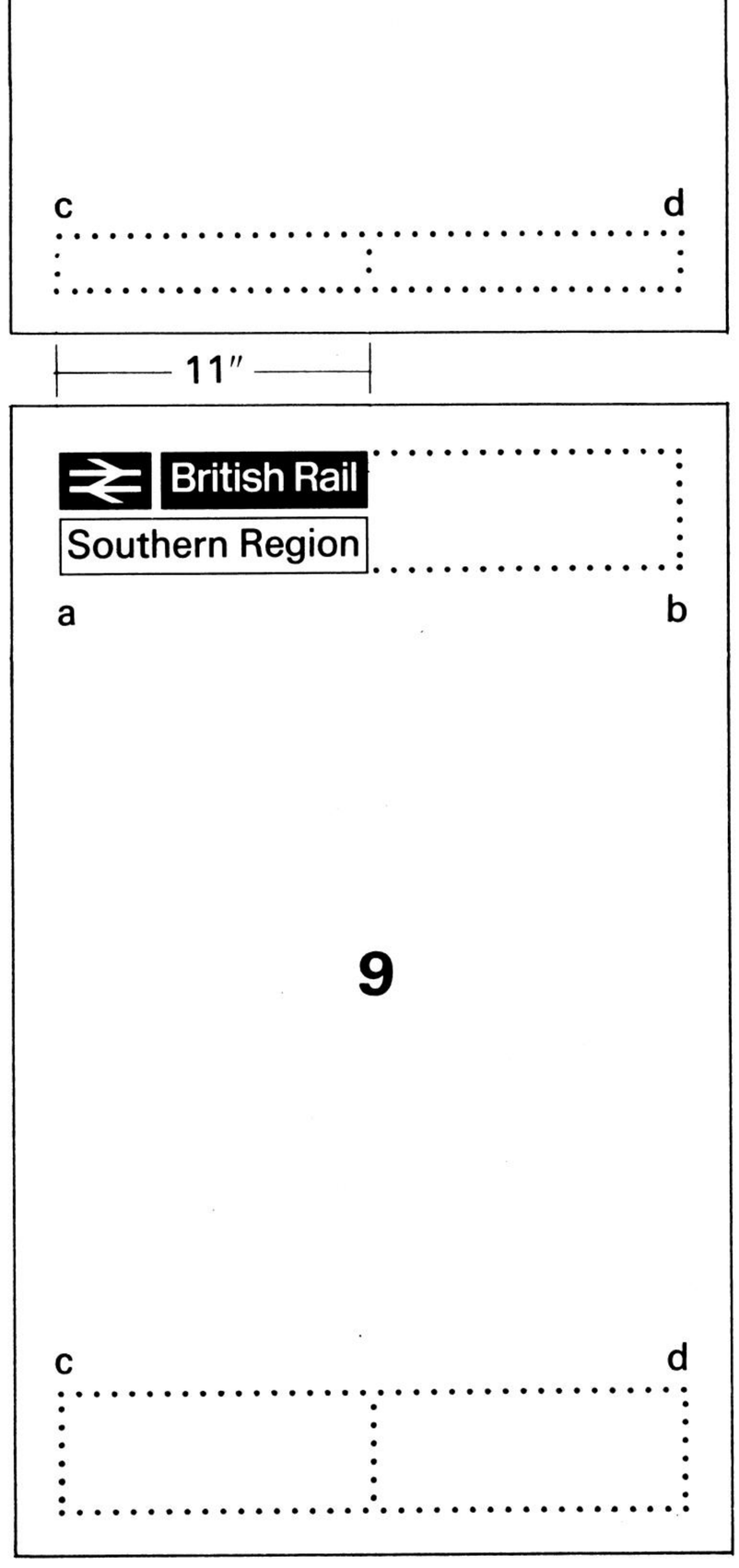
Use of Symbol and Logotype on posters 40″ x 25″ upright

sheet no.	2/12/2
issued	Jun 1966

All blocks to be 1½″ from edge





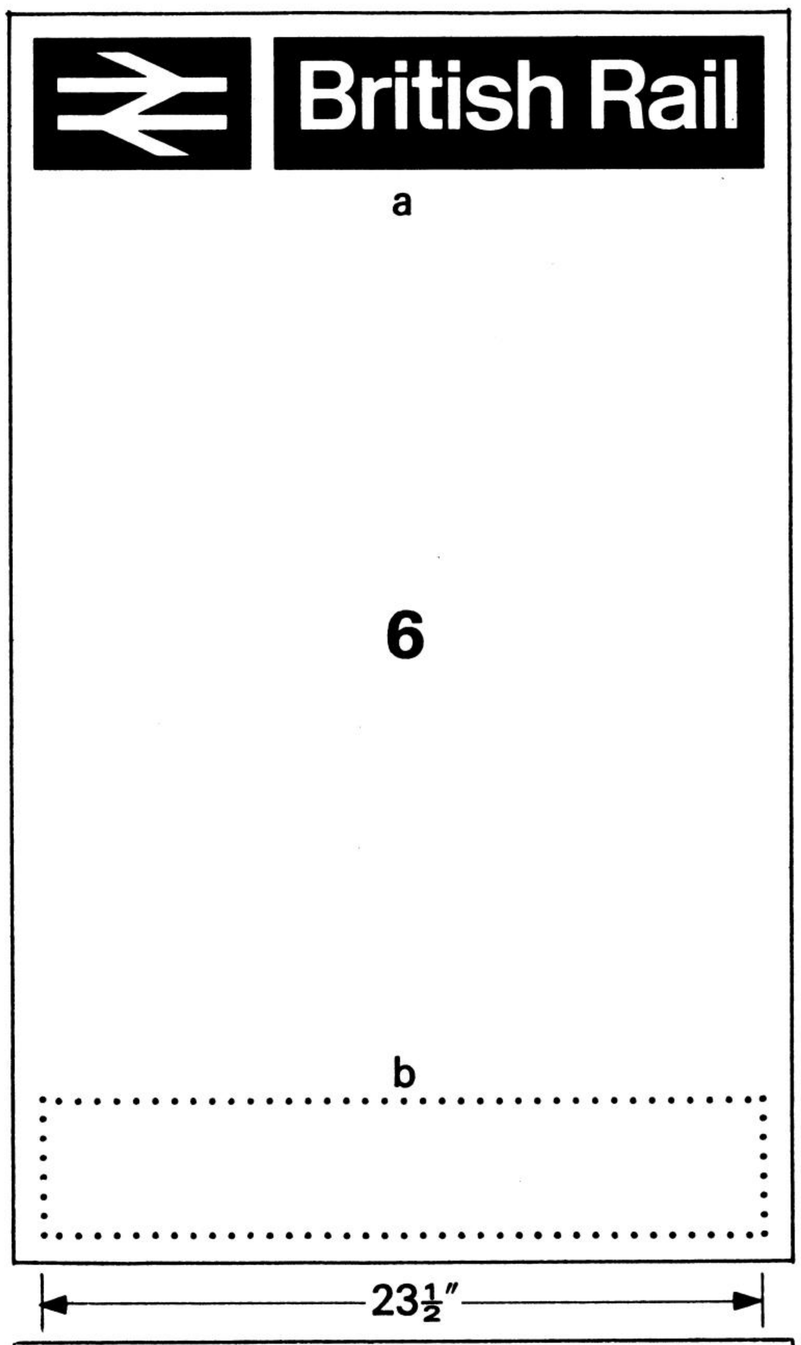


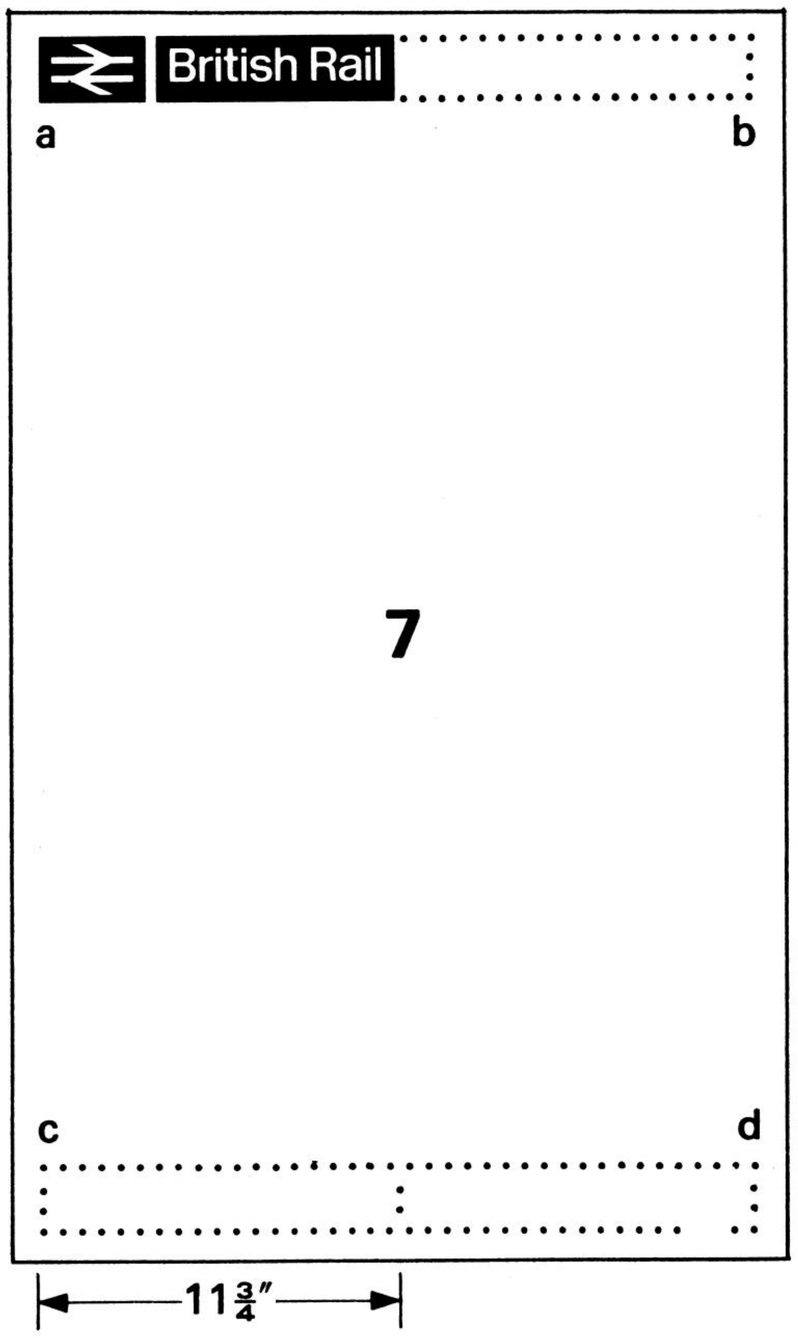
Printed Publicity

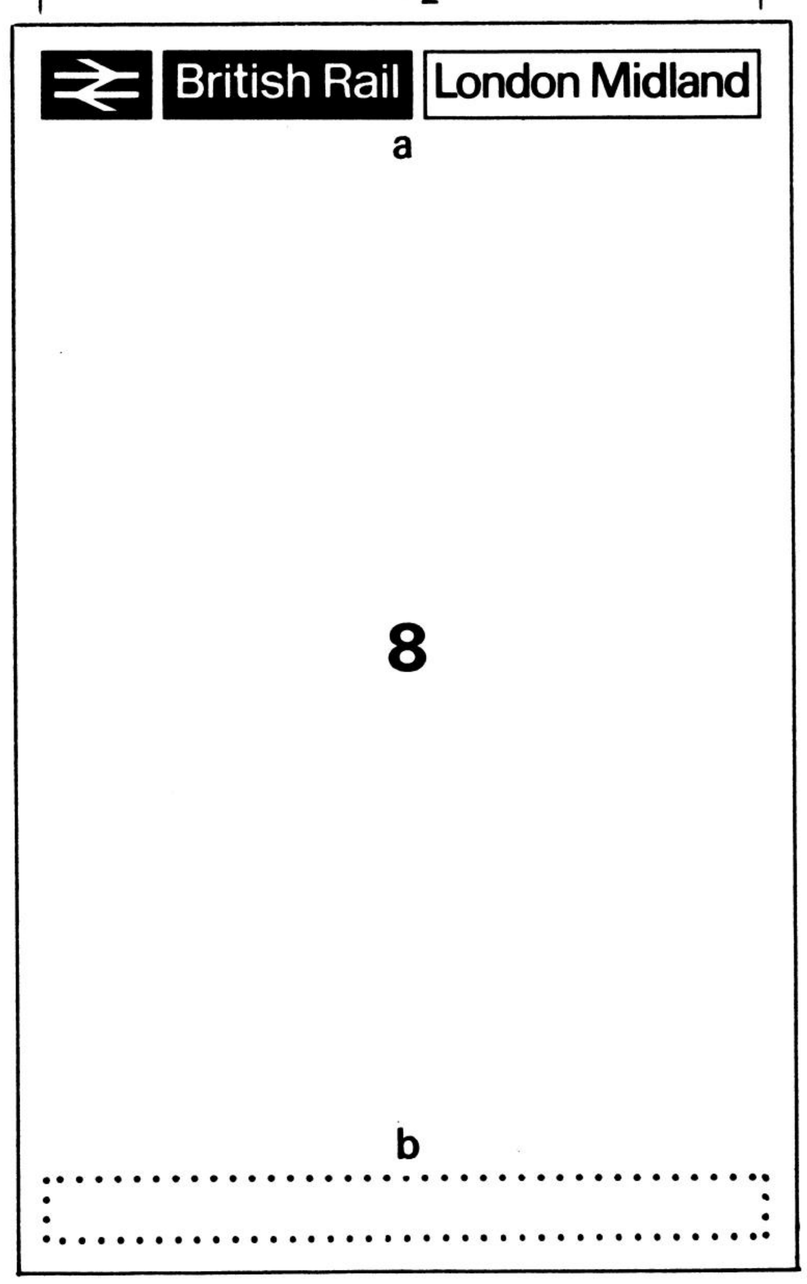
Use of Symbol and Logotype on posters 40″ x 25″ upright

sheet no.	2/12/2
issued	Jan 1969

All blocks to be ¾″ from edge





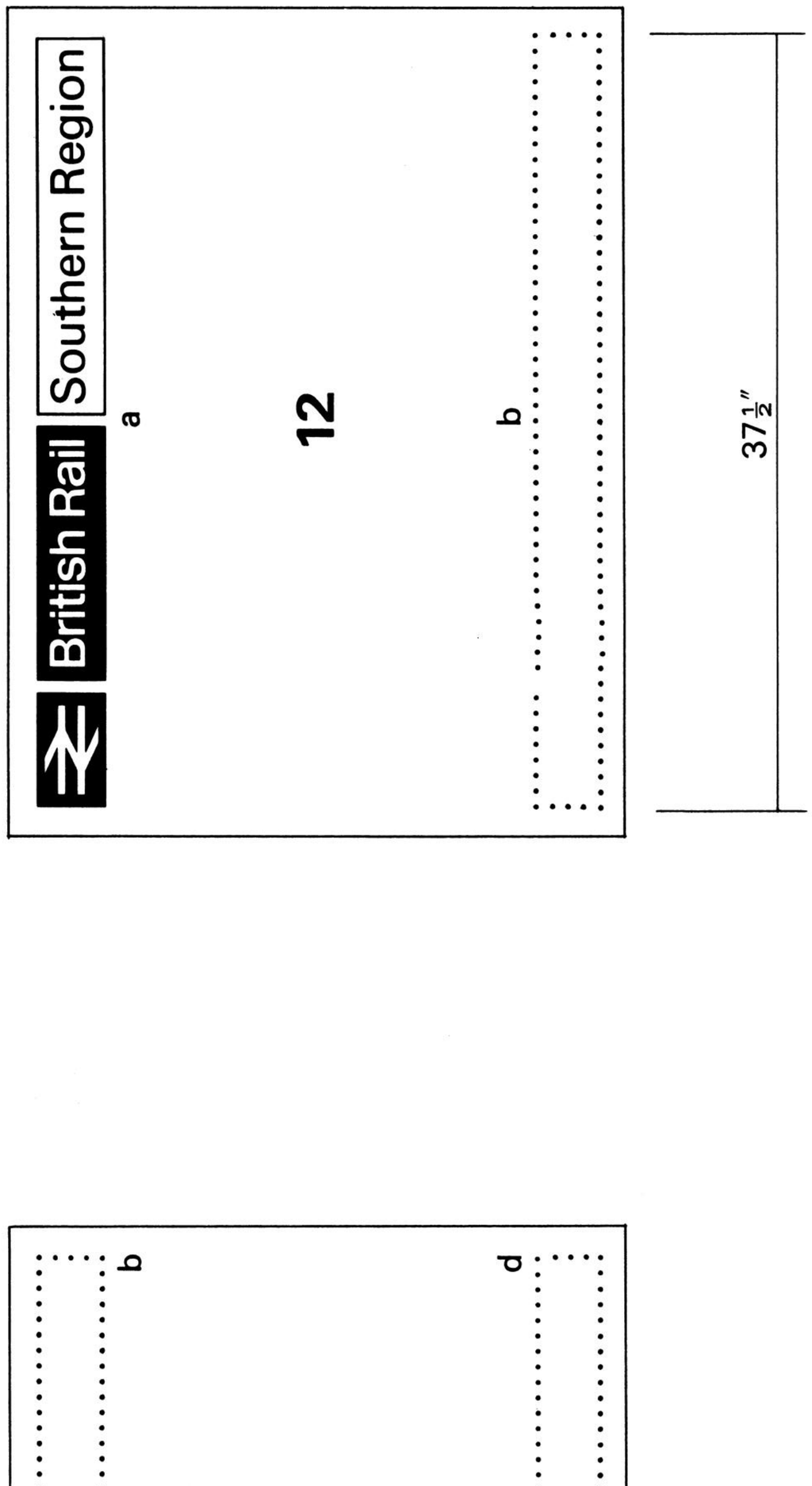


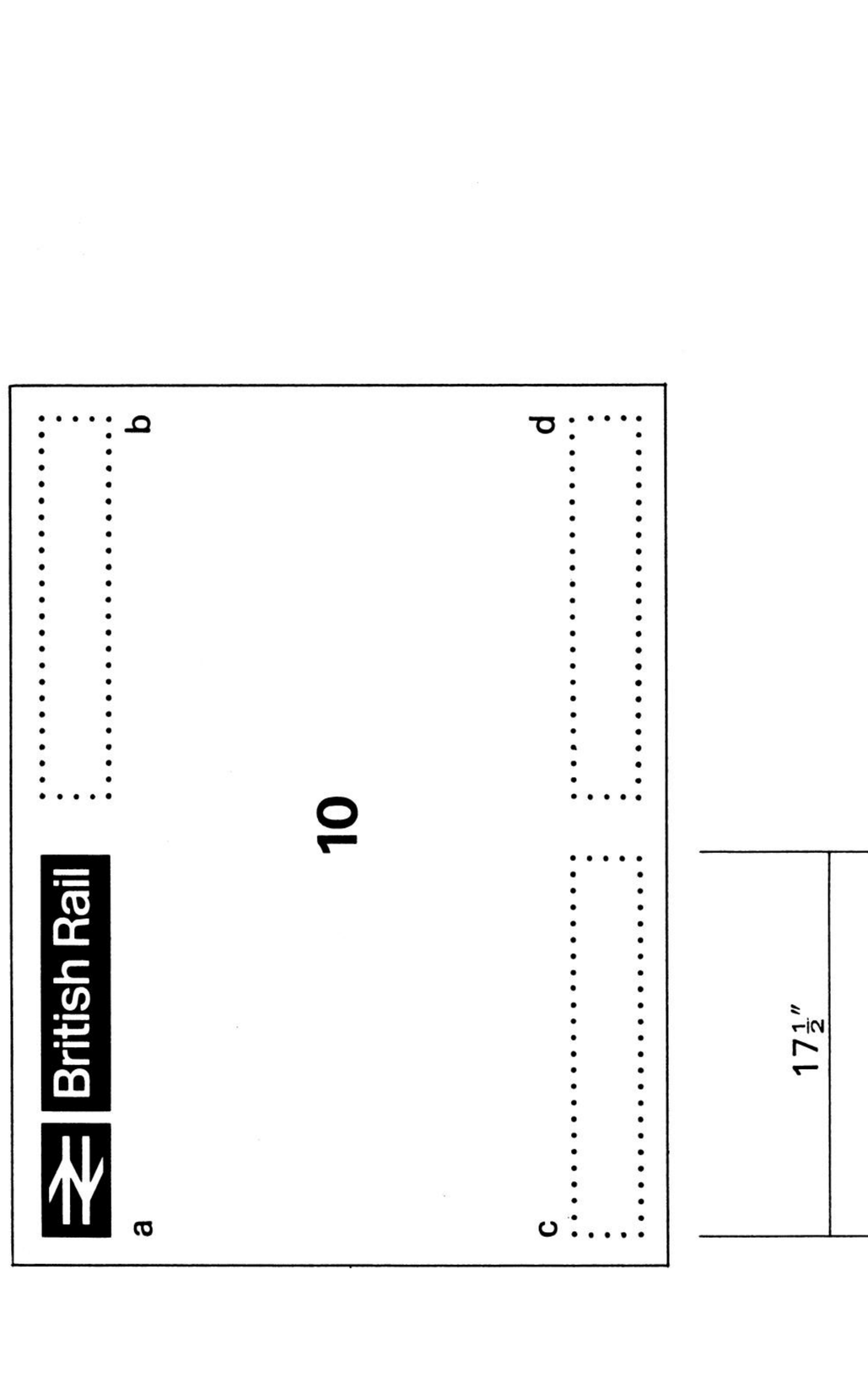
Printed Publicity

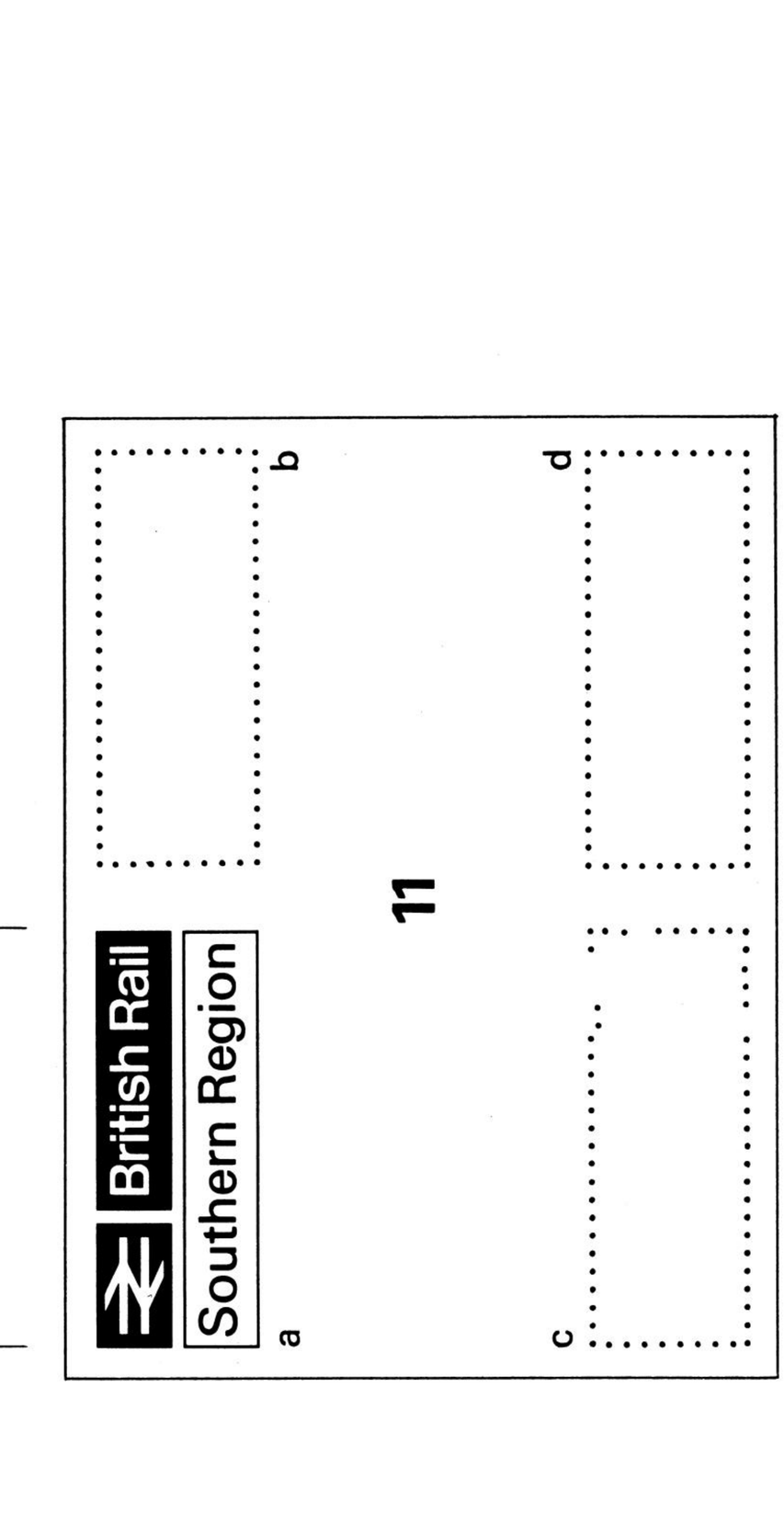
Use of Symbol and Logotype on posters 30″ x 40″ broadside

sheet no.	2/12/3
issued	Jun 1966

All blocks to be 1 $\frac{1}{4}$″ from edge





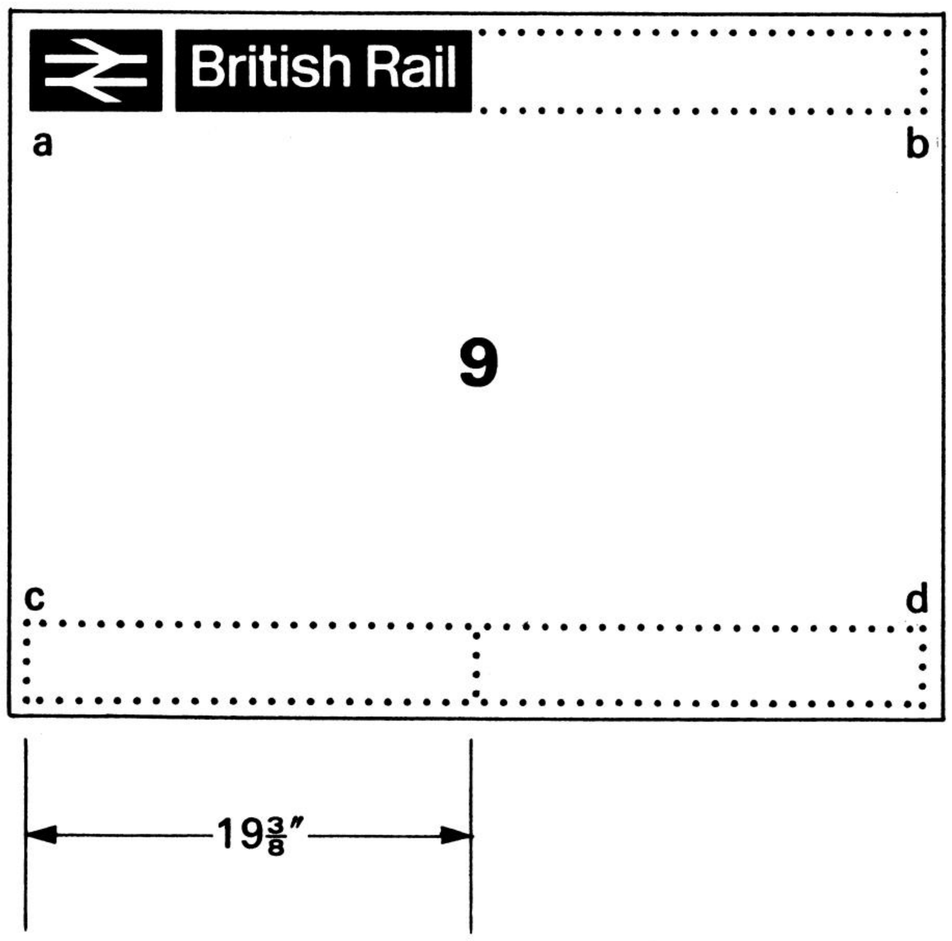


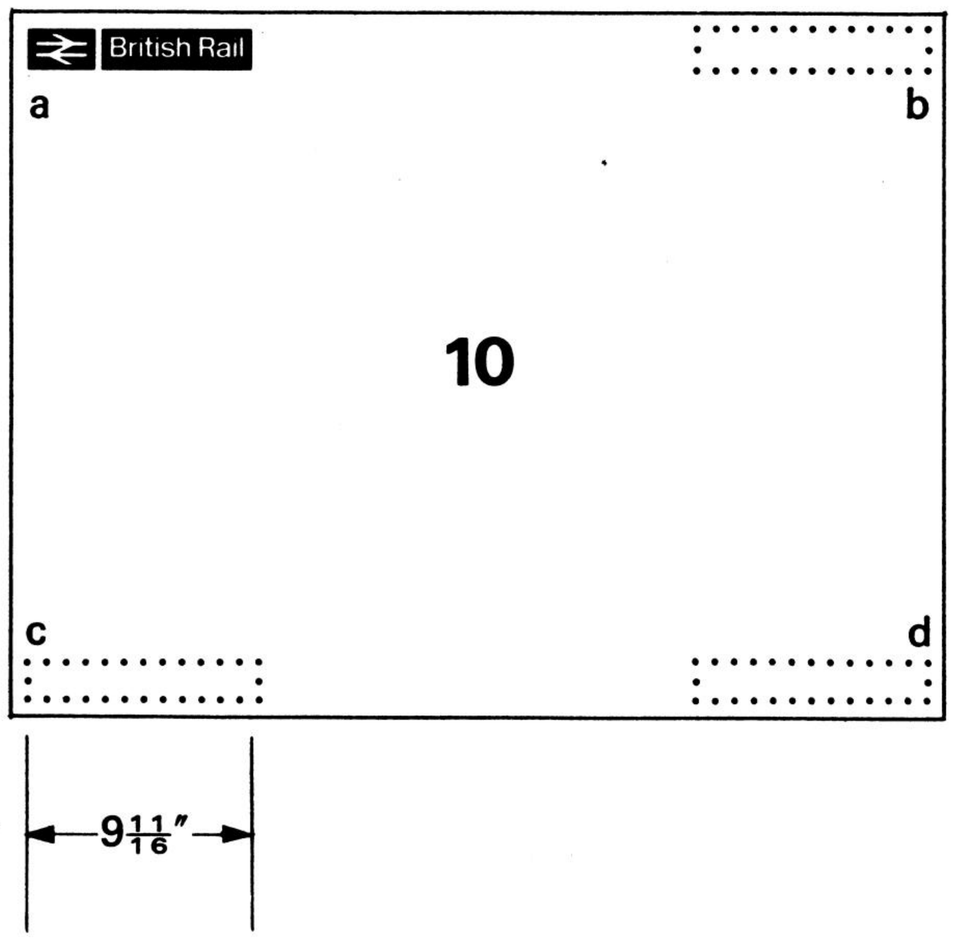
Printed Publicity

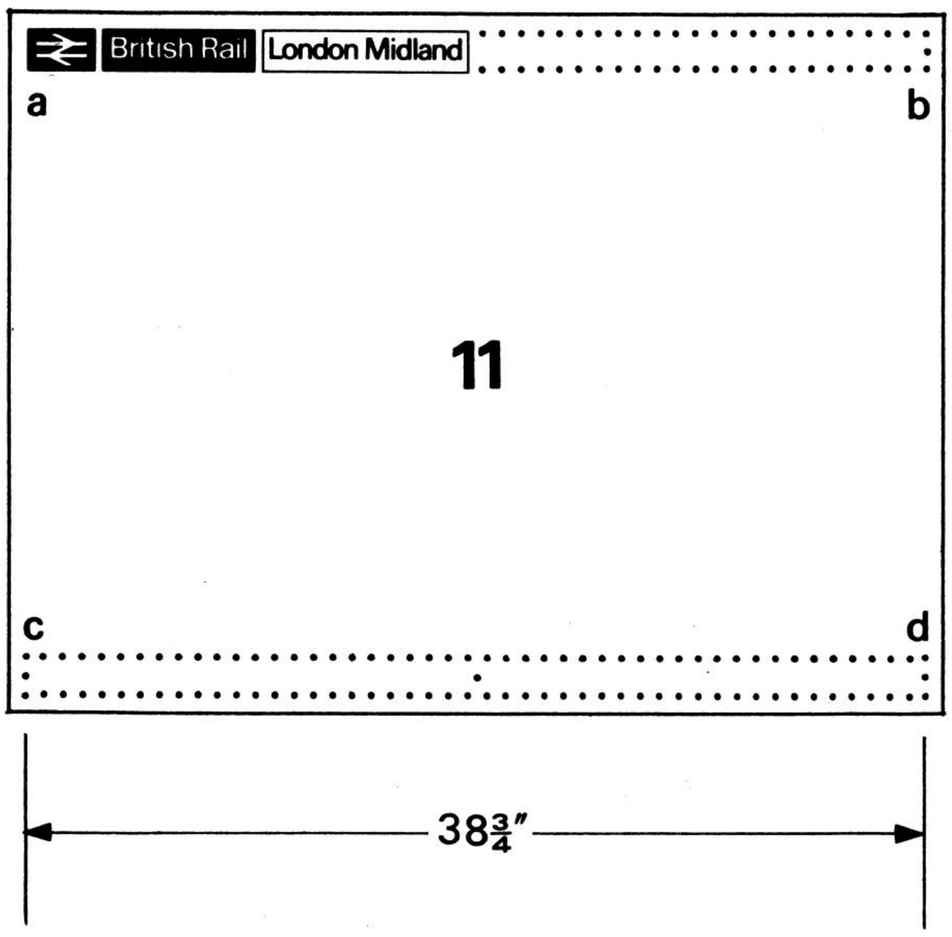
Use of Symbol and Logotype on posters 30″ x 40″ broadside

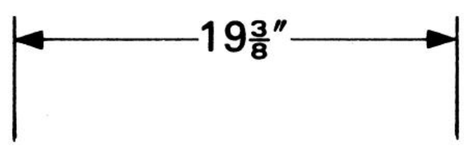
sheet no.	2/12/3
issued	Jan 1969

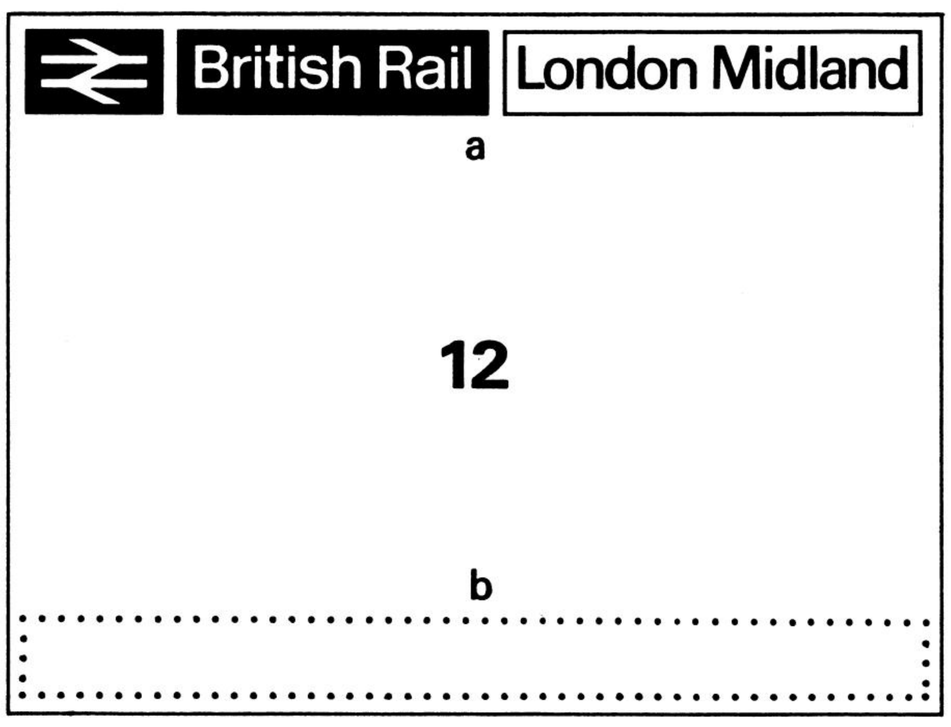
All blocks to be $\frac{5}{8}$″ from edge

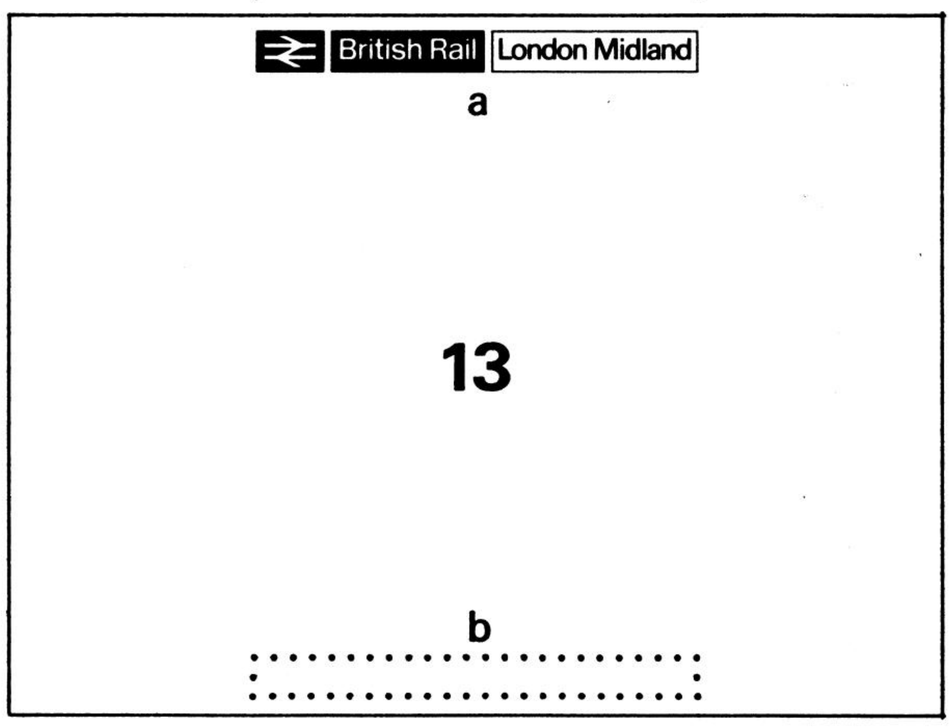










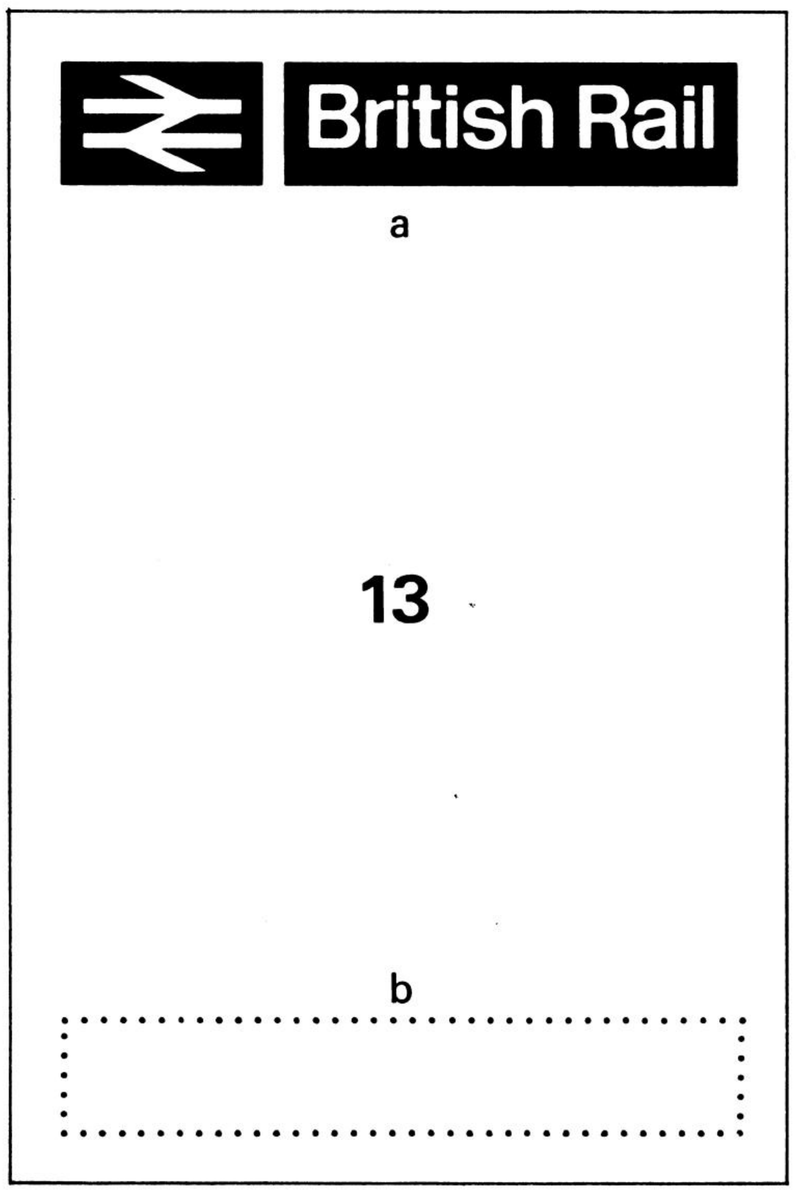


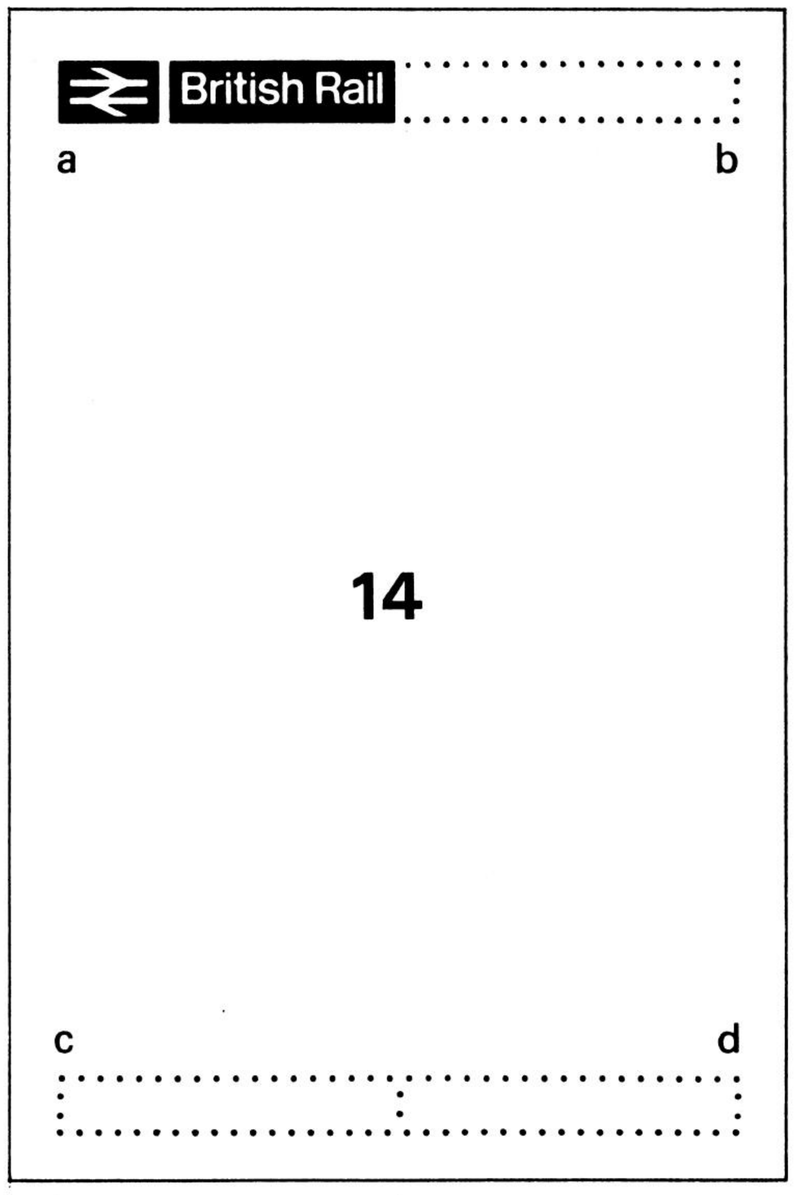
Printed Publicity

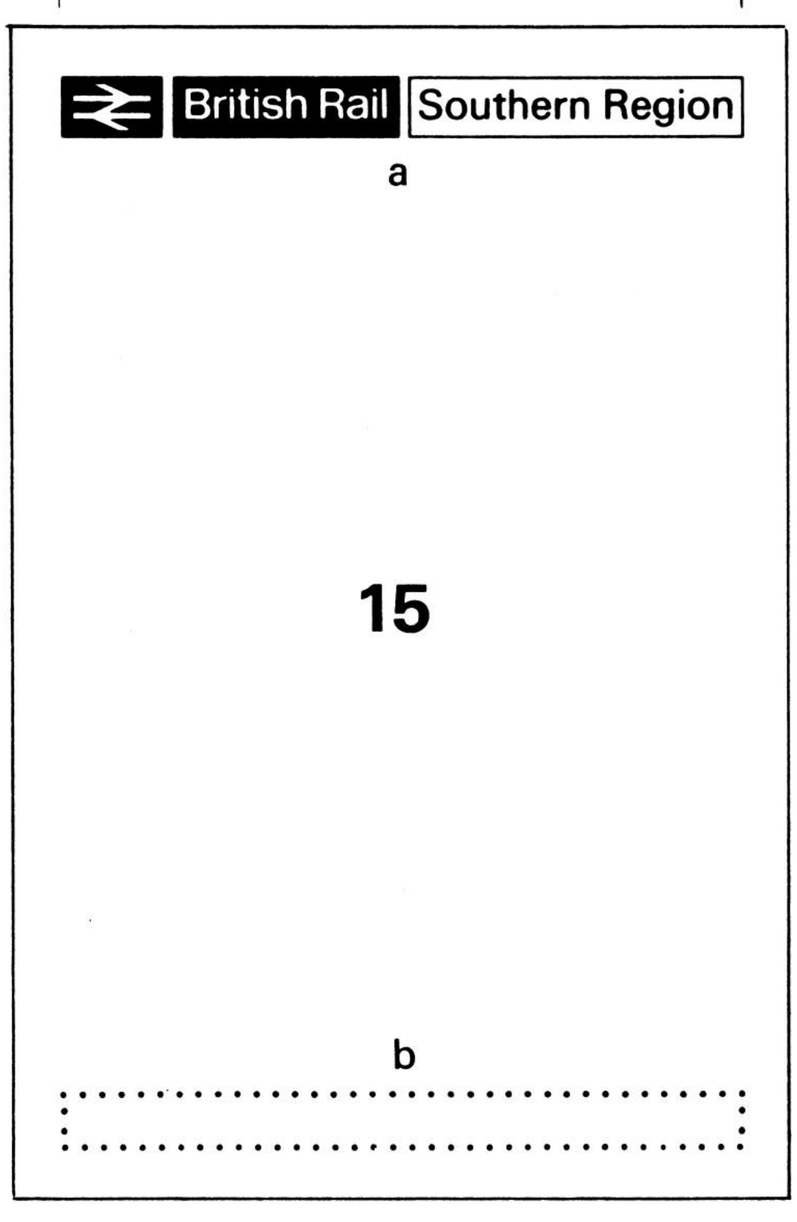
Use of Symbol and Logotype on posters 30″ x 20″ upright

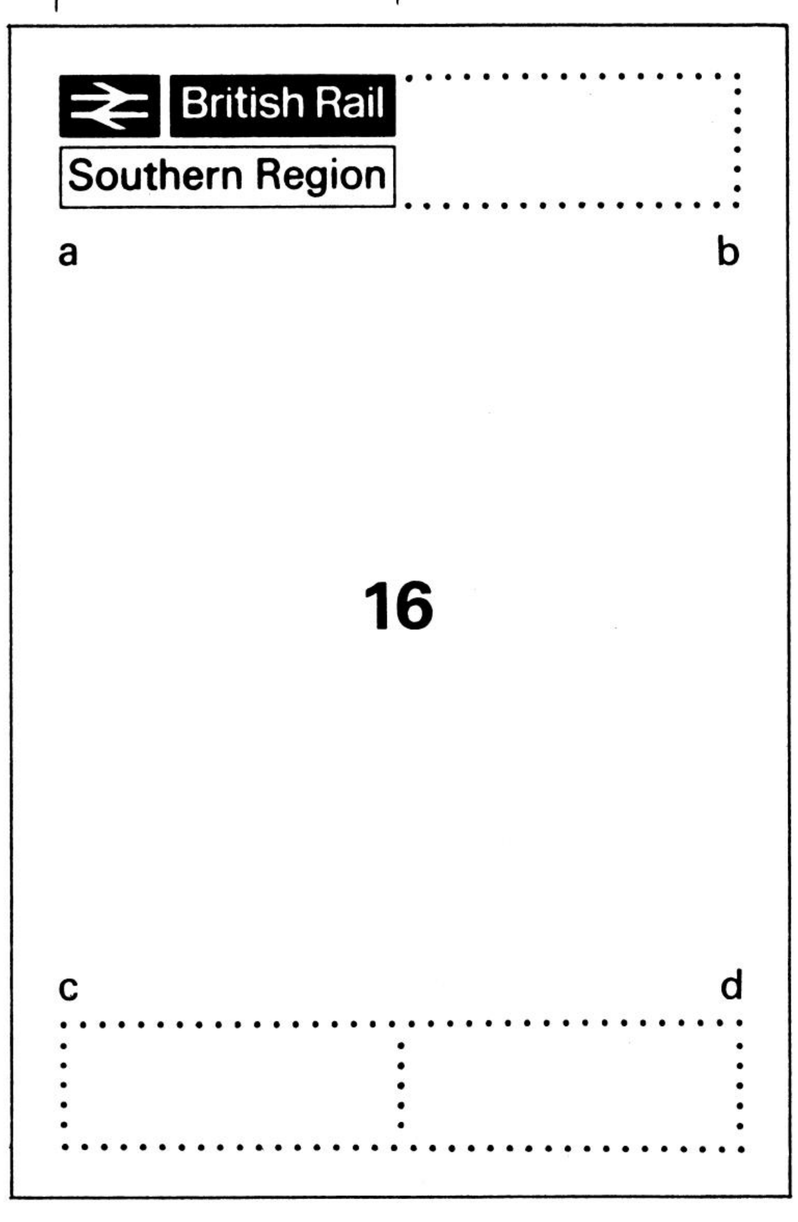
sheet no.	2/12/4
issued	Jun1966

All blocks to be $1\frac{1}{4}$″ from edge







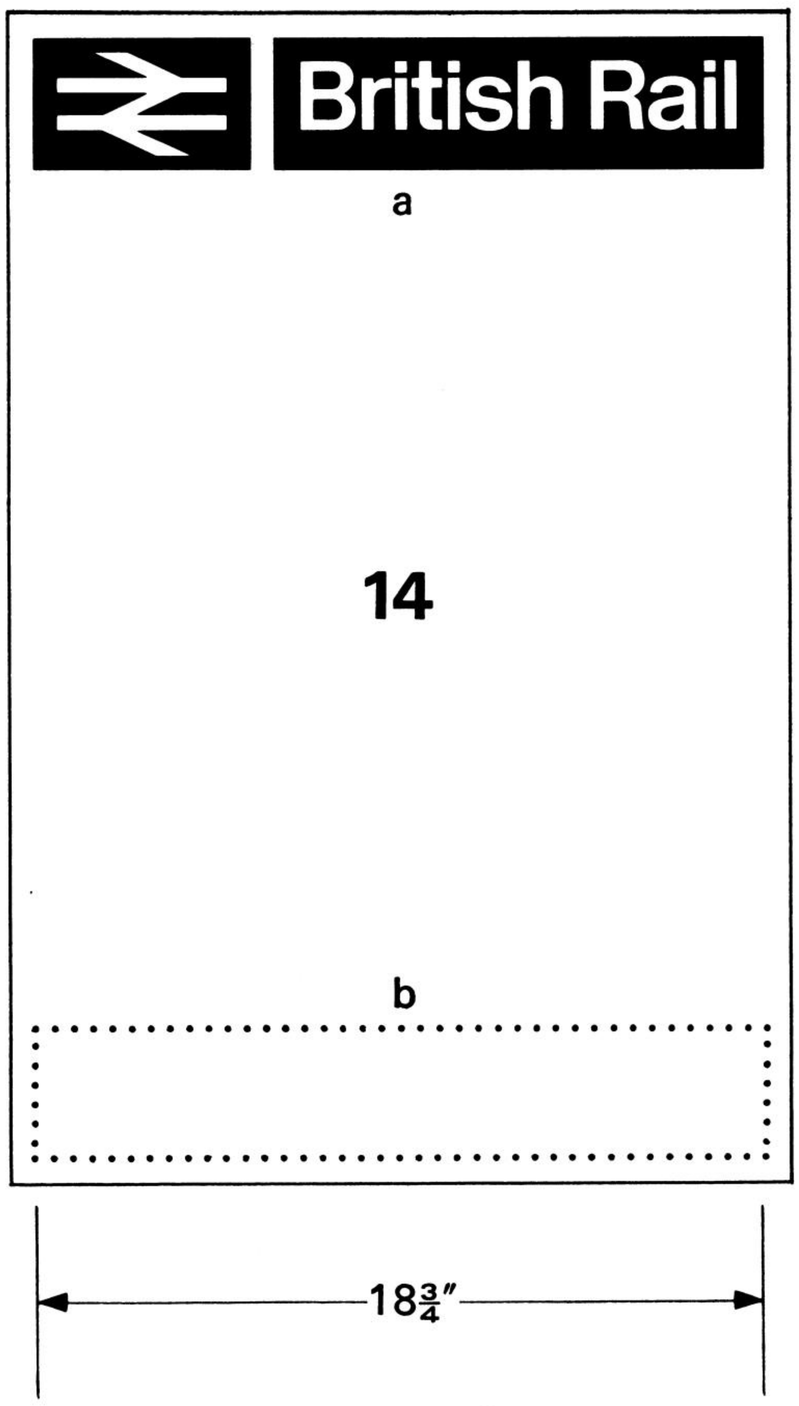


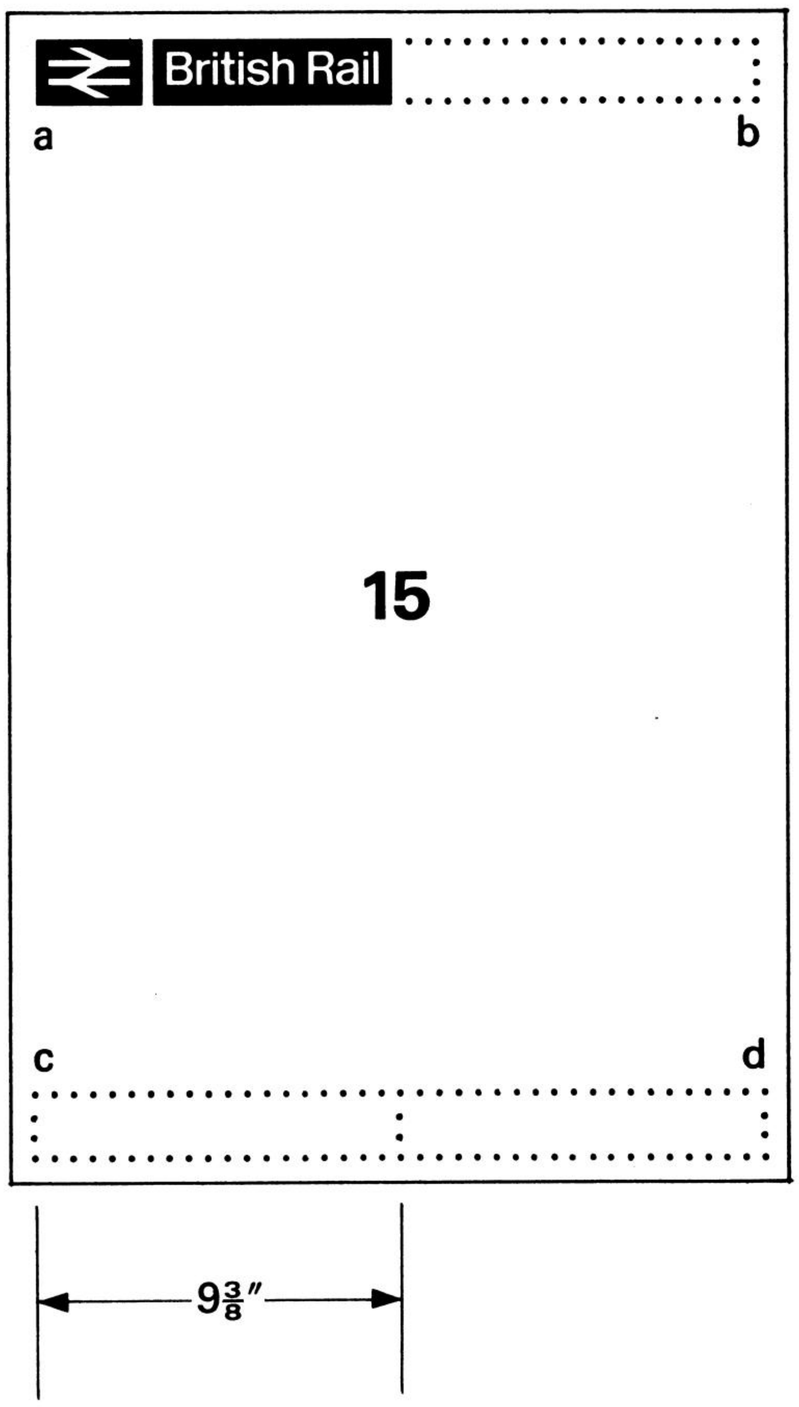
Printed Publicity

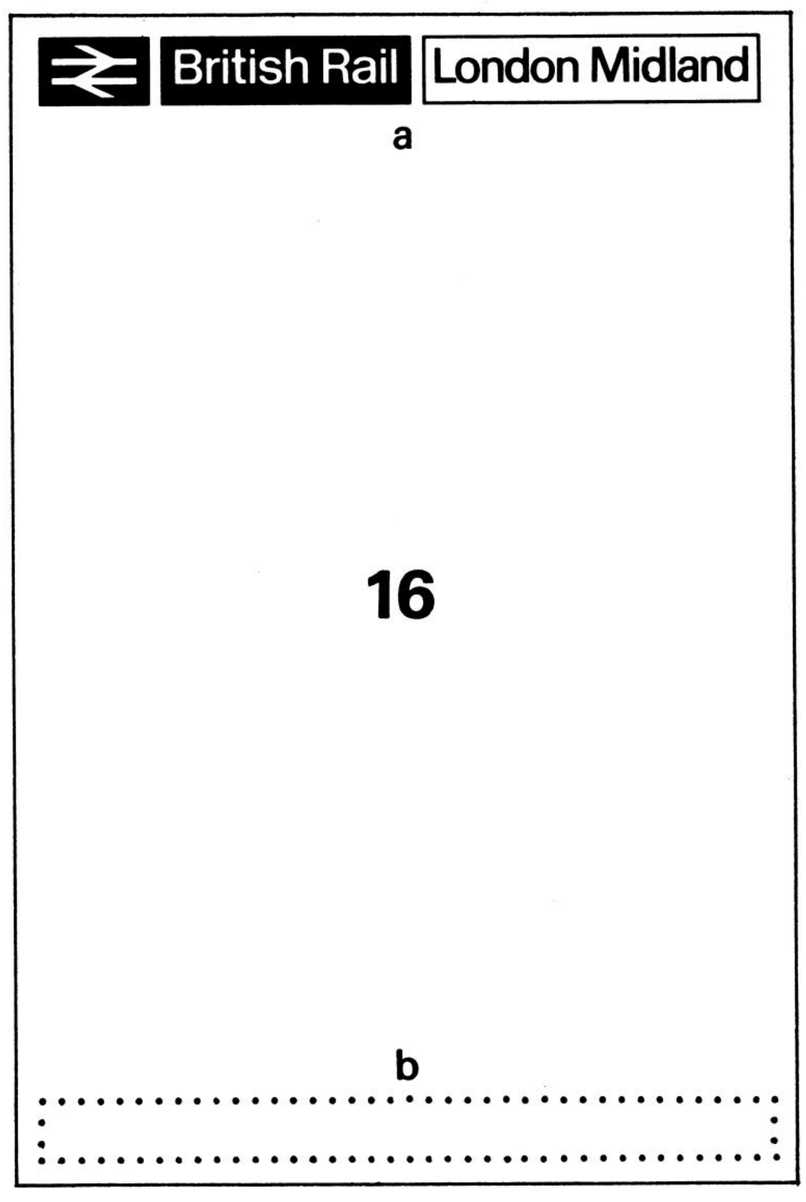
Use of Symbol and Logotype on posters 30″ x 20″ upright

sheet no.	2/12/4
issued	Jan 1969

All blocks to be $\frac{5}{8}$″ from edge







Symbol and Logotype with other Identifications

	sheet no.	2/13
	issued	Jan 1966

Version A

Version B

Colour as shown or all black

For advertising and other printed publicity. Also for office nameplates and special signs by agreement with company management and the Director of Industrial Design.

Symbol and Logotype with other Identifications

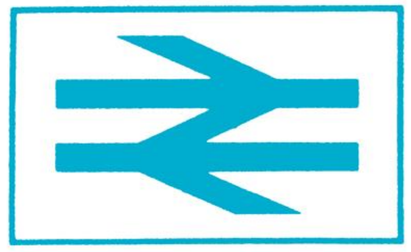
sheet no.	2/14
issued	Jan 1966

Version A

Version B

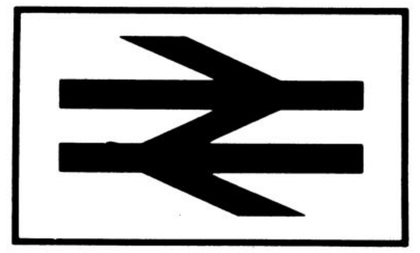
Colour as shown or all black

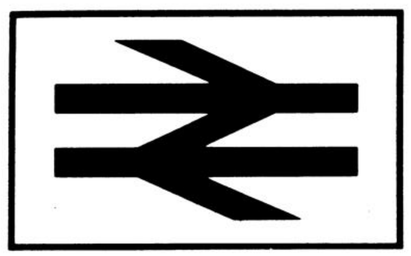
For advertising and other printed publicity. Also for office nameplates and special signs by agreement with company management and the Director of Industrial Design.

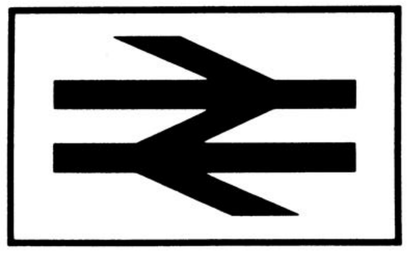


Harwich/Hook of Holland

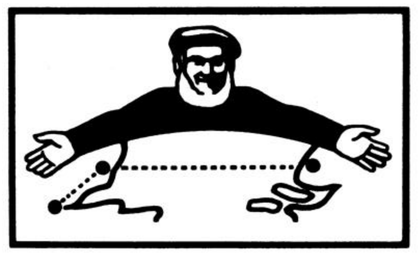
Hoek van Holland/Harwich







British Rail



Zeeland S.S.Co.

Printed Publicity
Use of Symbol
with other identifications

sheet no.	2/15
issued	Apr 1966

Printed Publicity
Use of Symbol
with other identifications

sheet no.	2/16
issued	Apr 1966

Car Ferries
London Midland Region

Car Ferries
North Eastern Region

Car Ferries
Southern Region

Car Ferries
Eastern Region

Car Ferries
Western Region

Car Ferries
Scottish Region

SNCF
Car Ferries

SNCF
Car Ferries

Printed Publicity
Use of Symbol
with other identifications

sheet no.	2/16
issued	Jan 1969

Car Ferries London Midland

Car Ferries Eastern

Car Ferries Western

Car Ferries Southern

Car Ferries Scotland

SNCF Car Ferries

SNCF
Car Ferries

Printed Publicity
Use of Symbol
with other identifications

sheet no.	2/17
issued	Apr 1966

Car Ferry

Car Ferry

Car Ferry

Car Ferry Service

Car Ferry Service

Car Ferry Service

Printed Publicity
Use of Symbol
with other identifications

sheet no.	2/18
issued	May 1975

Inter-City

Inter-City

Inter-City

Inter-City

Inter-City

Inter-City

Inter-City

Printed Publicity
Use of Symbol
with other identifications

issued	sheet no.
Apr 1966	2/19

Printed Publicity
Use of Symbol
with other identifications

British Rail

Inter-City

British Rail

Inter-City Services

Inter-City Sleepers

Inter-City Sleepers

Inter-City
Sleepers

Inter-City
Sleepers

Inter-City

sheet no.	2/19
issued	Apr 1969

Basic Elements

Special logotypes for Inter-City/Sealink publicity

sheet no.	2/19
issued	Dec 1974

Use

These colour variations of the Inter-City/Sealink logotype are for use on print and for all publicity purposes and are to be used as directed by the Corporate Identity Steering Committee. The lettering shown, and its relationship to the symbol must be accurately adhered to.
Bromide copies, suitable for reproduction, are available from the Chief Publicity Officer BRB.
The Inter-City/Sealink house colours are BR Flame Red and BR Publicity Blue.
For reference of these colours see sheet 2/02.

Inter-City Sealink

Inter-City Sealink

Inter-City Sealink

Inter-City Sealink

Inter-City Sealink

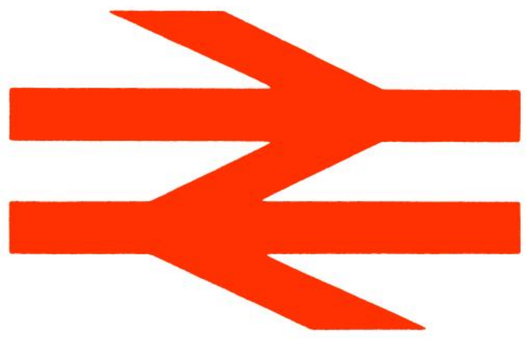
Inter-City Sealink

Inter-City Sealink

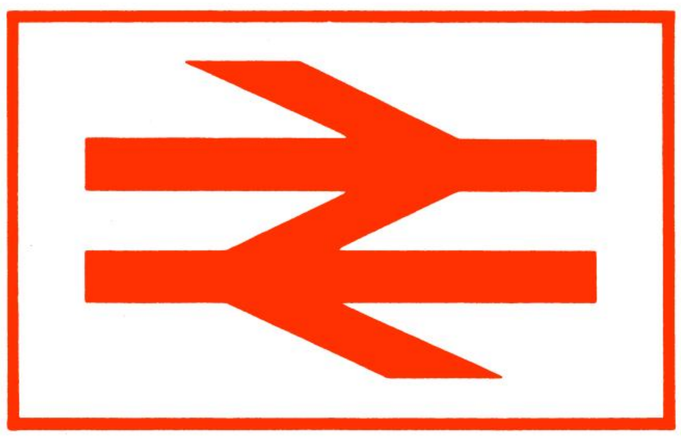
Inter-City Sealink

Printed Publicity
Use of Symbol
with other identifications

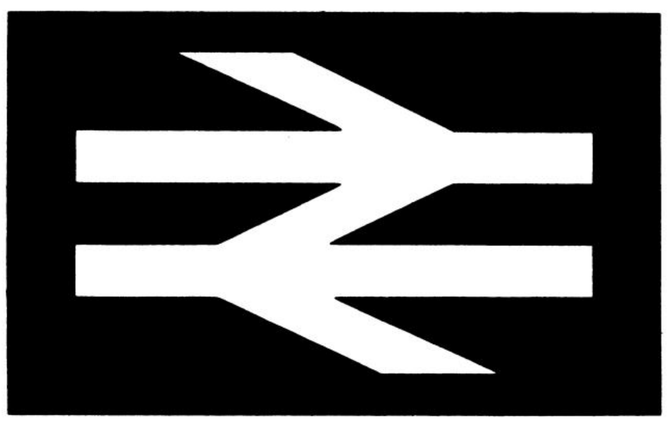
	sheet no.	2/20
	issued	Apr 1966



Motorail



Motorail



Motorail

Printed Publicity
Use of Symbol
with other identifications

sheet no.	2/21
issued	Apr 1966

Seaspeed

Seaspeed

Seaspeed

British Rail Hovercraft Limited

Use: By agreement with British Rail Hovercraft Ltd
and the Director of Industrial Design
Colour: Publicity Blue for printed application
B.R. Rail Blue for liveries
B.S. 0-012 for signs

Printed Publicity

Use of Symbol with other identifications

sheet no.	2/22
issued	Jul 1966

Freight Service

Freight Service

Freight Service

Printed Publicity
Symbol and logotype with divisional identification

sheet no.	2/23
issued	Jan 1969

British Rail

Irish Seaways

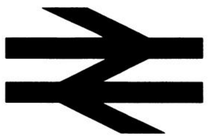
British Rail Irish Seaways

Seaways

Seaways

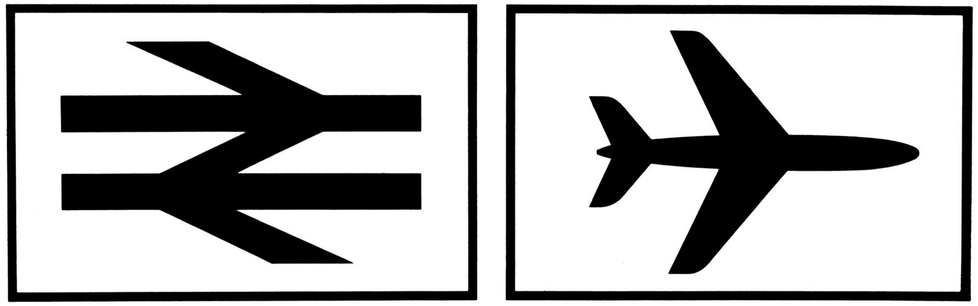
Seaways

Printed Publicity 2/24
Amendment
Dec 1971

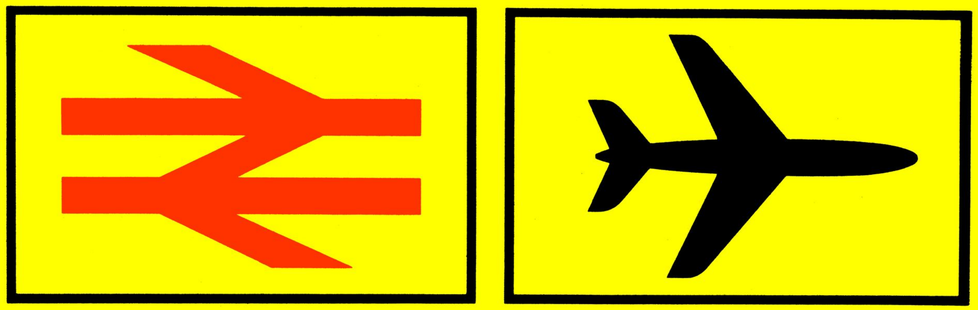


Printed Publicity
Use of Symbol
with other identifications

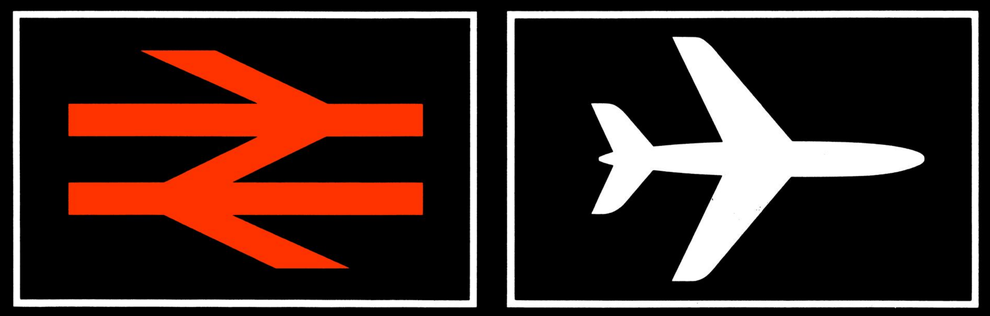
	sheet no.	2/24
	issued	Jan 1968



The two symbols may be used in any of the colour combinations shown here.

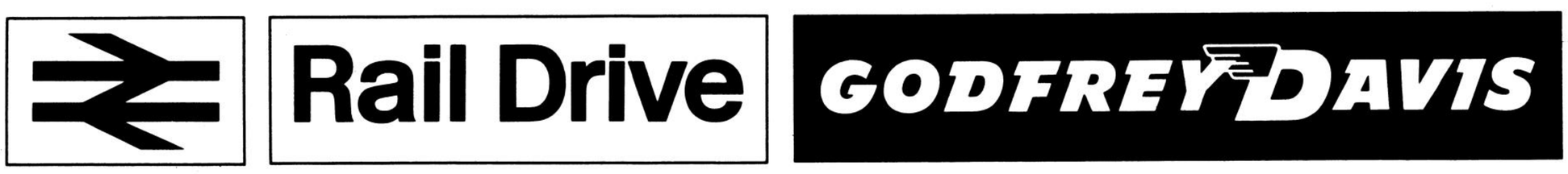


Literature relating to this service will generally be printed with a standard yellow background. Yellow B.S. 0-002.

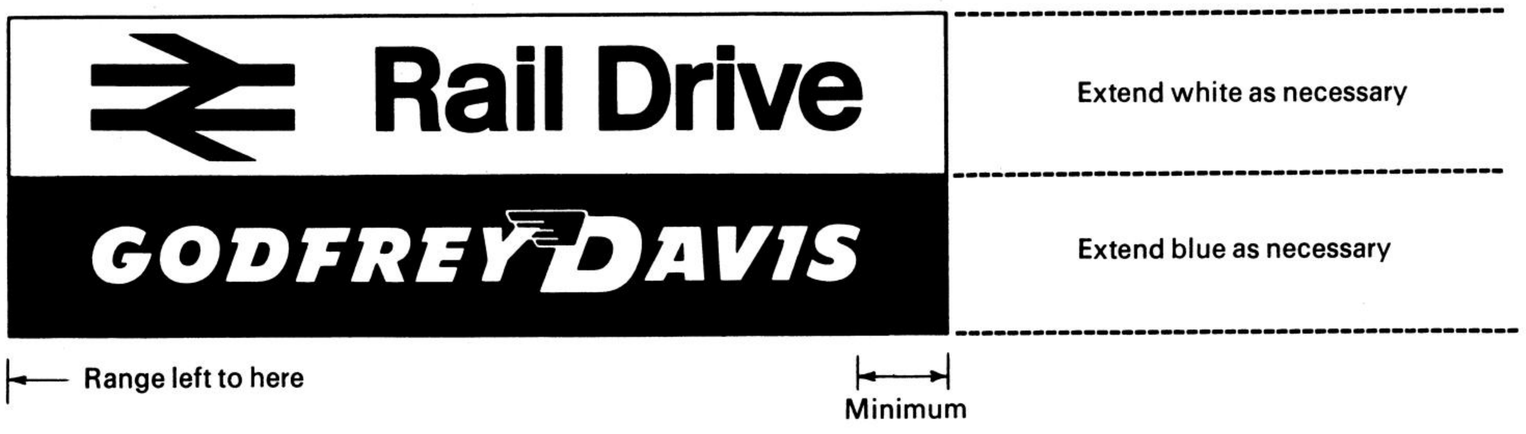


In certain cases it may be necessary to delete one of the words from the title.

a. Form and proportion for press advertising, posters, brochures, etc.
Colours: All matter in black *or* BR symbol, 'Rail Drive' and boxes in BR Publicity Red with 'Godfrey Davis' in white on a special blue panel.



b. Alternative arrangement.



c. Form and proportion for fascia signs.
Colours: BR symbol in Rail Red BS 381C No. 593. 'Rail Drive' in black on a white ground. 'Godfrey Davis' in white on a special blue ground.

Printed Publicity
Use of Symbol
with other identifications

sheet no.	2/26
issued	Jun 1969

Rail Express Parcels

Rail Express Parcels

Positive versions.
Lettering and symbol all black or all red, or lettering black with red symbol. The symbol must not appear in blue which is reserved for shipping services.

Rail
Express
Parcels

Rail Express Parcels

Reversed versions.
Lettering and symbol white out of black or blue (Rail Blue or Publicity Blue as appropriate).

Printed Publicity
Use of Symbol
with other identifications

sheet no.	2/29
issued	Jan 1975

Railstores

Railstores

Railstores

Railstores

Railstores

Railstores

Printed Publicity
Headquarter Bulletins

sheet no.	2/101
issued	Apr 1966

British Railways Board **Public Relations Division**

222 Marylebone Road, London NW1
Telephone : Ambassador 3232
Press : Extension 5468
Radio & TV : Extension 5465

British Railways Board **Headquarters Staff Circular**

Travel Agent Publicity
Window Sticker
General

sheet no.	2/106
issued	Jun 1965

Sizes 10½″ x 8$\frac{11}{16}$″ and 9″ x 7$\frac{3}{16}$″ available from
Chief Publicity Officer, BRB

Travel Agents
Symbol for Letterheads

sheet no.	2/110
issued	Oct 1965

Use : Sizes and wording approved for travel agents letterheads and press ads.

Colour : All Black or all B.R. Publicity Red or B.R. Publicity Red with wording Black or B.R. Publicity Blue.

British Rail Agent

British Rail Agent

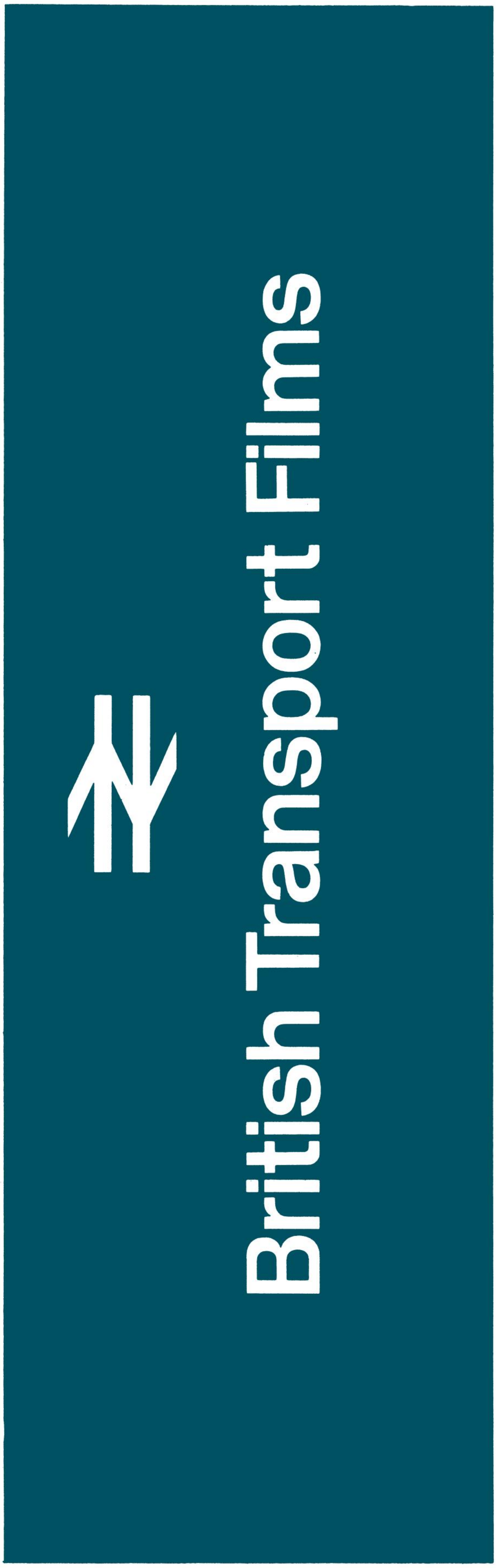
British Rail Agent

British Rail Agent

British Rail Agent

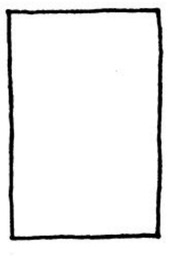
British Transport Films
Credit Titles

sheet no.	2/201
issued	Jun 1965

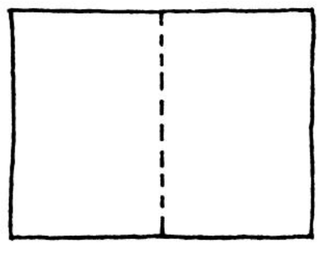


Train Information
Pocket Timetables

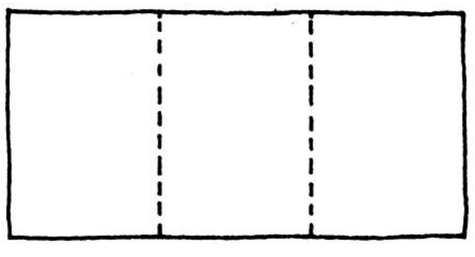
sheet no.	2/251
issued	Jul 1968



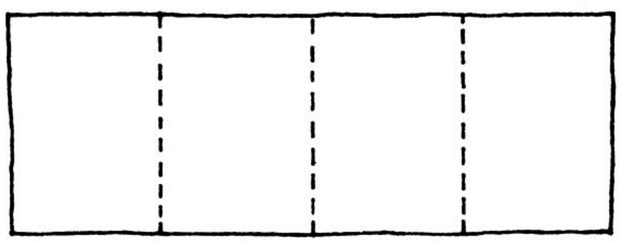
Single card
A7 ($4\frac{1}{8} \times 2\frac{7}{8}$)
2 pages



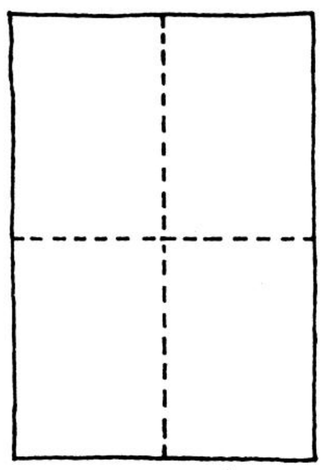
$4\frac{1}{8} \times 5\frac{3}{4}$
folded to A7 upright
4 pages



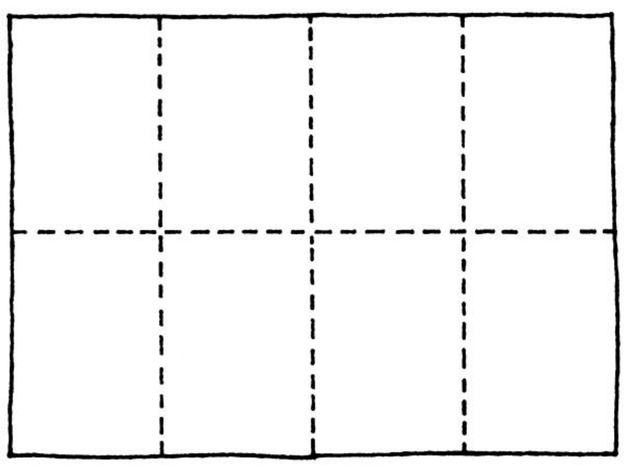
$4\frac{1}{8} \times 8\frac{5}{8}$
folded to A7 upright
6 pages



$4\frac{1}{8} \times 11\frac{1}{2}$
folded to A7 upright
8 pages



$8\frac{1}{4} \times 5\frac{3}{4}$
folded to A7 upright
8 pages



$8\frac{1}{4} \times 11\frac{1}{2}$
folded to A7 upright
16 pages

1 **Standard sizes**

The six sizes which make up the standard range of folded pocket timetables are shown above. Timetable information will be broken down and confined to principal services where necessary to enable the copy to be accommodated within one of the formats illustrated. Ten or twelve pages and multiples of four pages up to 32 may be used but are non-standard and should be avoided if possible.

2 **Paper**

White cartridge 118 GSM will be used, except for the 16-page version where a lighter weight 103 GSM paper is preferable.

3 **Printing**

All typematter will be printed in black and timetable information itself will be printed on a white background.

4 **Second colour**

Change of issue will be identified either by using black and white only or one of the following second colours :

Coates Flame Scarlet P18058
Coates Permanent Brilliant Blue P22018
Coates Pea Green P22045
Coates Rose Lake P18080
Coates Pale Golden Yellow P18035
Coates Permanent Brilliant Green P22029
Coates Tan Brown P24416

5 **Issue**

Because they cannot be amended by supplements, pocket timetables will be re-issued at such intervals as are necessary to ensure accuracy.

6 **Typesetting**

All textmatter to be set in 'Monotype' Univers Light 685 or Founders 45, except for the main cover heading and 'Mondays to Saturdays/Sundays' headings which will be in 'Monotype' Univers Bold 693 or Founders 65. Where Univers is not available 'Monotype' Grotesque Light 126 and 'Monotype' Grotesque Bold 216 may be substituted.

7 **Front cover**

It is important that the weight and size of lettering on the front covers of folded timetables be strictly adhered to. This implies that route identification must be confined to a maximum of ten place names (but preferably restricted to two). Descriptions of services, e.g. Cross Country Services, Connecting Services, and all extraneous wording on front covers is to be avoided.

Place names, not station names, will appear on the front covers of folded timetables and in the titles of single cards, e.g. Manchester not Manchester Piccadilly or Manchester Victoria. Station names will be shown with timetable information.

Place names will not be abbreviated, e.g. B'ham. And parentheses will not be used, e.g. Glasgow Central, not Glasgow (Central).

8 **24-hour clock**

The 24-hour clock should be used throughout, with four digit numerals and with a full point separating hours from minutes. e.g. 08.30

9 **Symbols**

Use standard 'Monotype' symbols as in the regional public timetables.

The arrow acts as continuity lead where intermediate stopping times do not occur. The 'Monotype' reference for this arrow is S829 set on a 12pt matrix.

10 **Rules**

Rules will be used as sparingly as possible and never so obstrusive as to compete with headings. Vertical rules will not be used.

11 **Imprint**

The BRB and printer's imprint, together with a fine rule set solidly above, will appear on the back cover, after all other matter where possible, to aid Billroom staff.

12 **Layout**

The inter-column spacing must never be extended in order to fill the breadth of the card. All matter is to range from the left.

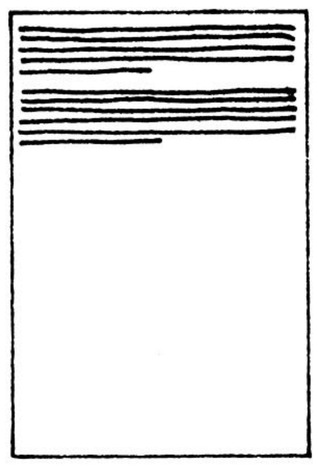
Horizontally, the grid is based on a 50 unit $7\frac{1}{2}$ set column. This allows for a maximum of nine columns of stopping times, together with symbols.

Vertically, the grid is based on 6/7pt Univers. All matter to be set solid except where vertical separating space is required, for which 7pt leading should be specified.

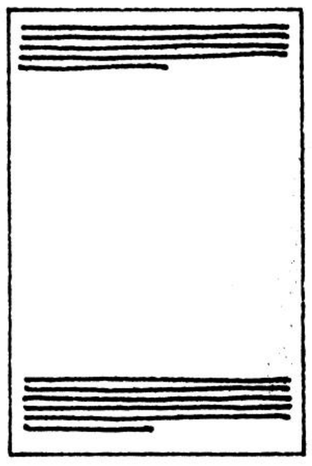
In order to save space, train times will be run on in continuous columns and across folds.

Additional material will follow previous matter, separated only by 7pt leading, rather than ranged at foot of page.

i.e. this :



not this :



Footnotes should be reduced to a minimum and the abbreviated protection clause used : 'Subject to alteration without notice'.

For single cards where an upright format is impracticable, all material except the title panel may be set landscape, but upright and landscape timetable layout should not be mixed either for single or folded cards.

Where it is not possible to accommodate timetable information into the standard folded range, a stitched booklet may be used. The size will be A7 upright and the layout will conform wherever possible to these instructions.

The Griddle

Appetisers	Tomato, Orange or Grapefruit Juice	1/3
Soup	Oxtail or Tomato	1/4
'*Moray Plate*'	Fried Fillet Haddock, Lemon, Chips, roll and butter	6/–
'*Angus*'	Hot, fresh griddle – cooked Aberdeen-Angus beef in toasted bread roll with savoury butter	2/3
'*Aberdeen*'	An 'Angus' with fried egg	3/6
'*Tartan Plate*'	Entrecôte steak, with a fried egg, tomato, chips, roll and butter	7/6
Cold Plate	Cold Ham and salad, roll and butter	7/–
Eggs	Boiled egg, roll and butter	2/–
	Poached egg on toast	2/–
Bacon & Egg	Bacon (*two rashers*), egg, roll and butter	5/–
	Sausage	1/–
Sundries	Cereals, with hot milk	1/6
	Biscuits (*per packet*)	6d
	Wrapped Cake	9d
	Fruit and Cream	2/–
	Roll	4d
	Butter	4d
Rolls – double filled	Ham, Egg or Cheese	1/8
Cheese Board	A selection of cheeses with biscuits, butter and salad (*in season*) or mixed pickle	2/6
Beverages	Tea (per pot, per person)	1/6
	Coffee (*per cup*)	1/–

In case of difficulty please see the Conductor or write to British Rail Catering
99 Holm Street Glasgow C2
Passengers are asked not to smoke before or during the service of meals
Dogs are not allowed in restaurant cars

G4 1/66

Shown reduced–actual size A5

Printed in black and red on glazed card, Astralux 0.010, or similar

Breakfast
Luncheon
Afternoon Tea
High Tea
The Griddle
A la Carte Tariff
Wine List

Examples of displayed headings

General Notes

All Rail Catering printed material, including advertising, menus, tariff cards, wine lists, packaging and similar items, will be set in Baskerville and Baskerville Italic, with displayed headings in Helvetica Medium. The symbol in a circle, with or without the words "British Rail Catering", will appear on all printed material.

For permanent notices, including tariff boards, Rail Alphabet or Helvetica Medium (or Light) will be used; text matter may be set in Univers.

Colour

The Rail Catering House Colours of BR Flame Red and Bright Yellow should be used where appropriate. For colour references see sheets 2/301 and 3/601.

Train Information
Pocket Timetables

sheet no.	2/253
issued	Jul 1968

London
Luton
Bedford
Wellingborough
Kettering
Market Harborough
Leicester
Loughborough
Derby

Train services
7 October 1968
to 4 May 1969
or further notice

Front cover of folded card showing the maximum number of names which can be accommodated

Fold

Fold

Inside spread of 6-page version

Chesterfield to London Principal services 6 May 1968 to 4 May 1969

Weekdays

Chesterfield	St Pancras
00.10	**04.52** g
01.12	**06.26**
05.40	09.15 ✕ e
07.28	**10.09** SX ✕
07.28	**10.09** SO c ⊔
08.13	**10.49** ✕ e
09.13	**11.48** ✕ e
10.13	**13.04** ✕ ⊔ b
11.13	**13.48** ✕ e
12.13	**15.03** ⊔ h
13.13	**15.48** ✕ e
14.13	**17.03** ✕ e
15.13	**17.54** ✕ a
16.09	**19.12** ✕ ⊔
17.13	**19.53** ✕ e
18.13	**21.17** ✕
19.13	22.09 SX ⊔
19.23	22.36 SO
19.23	23.33 SX

Sundays

Chesterfield	St Pancras
00.10	**04.28**
05.31	10.40
10.13	**13.31** ⊔
12.20	**15.30** ⊔
14.15	**17.34** ⊔
14.31	18.30
17.14	**20.47** ✕ ⊔
17.48	**21.15**
19.05	**22.30** ⊔
20.28	02.44

a ✕ on Mondays to Fridays only
b ✕ and ⊔ Mondays to Fridays, ⊔ on Saturdays
c From 15 June to 7 September arr. 10.17
e ✕ on Mondays to Fridays, ⊔ on Saturdays
g On Mondays arr. 05.00
SO Saturdays only
SX Saturdays excepted
For other notes, see over

Subject to alteration without notice

Published by British Rail (Eastern Region) BR 35030/88 E 446
Printed by Dyson Brothers, Peterborough

Round corners optional (max. radius $\frac{3}{16}$in.)

Front of single card

Fold

Fold

Fold

Newcastle and the Coast

Train services
6 May 1968
to 4 May 1969
or further notice

One side of sheet of 16-page version shown approximately half size

Menu 16/6

A light refreshment and corridor service is offered where practicable

Scotch Broth — **Egg Mayonnaise*
or Tomato Juice

Lamb Cutlets Réformé
or Roast Sirloin of Beef
Cauliflower, Mashed Swede
Fried and Parsley Potatoes

Fruit Flan — **Cheese Board*

Please ask for a bill and retain it — **Alternative Dishes 1/6 extra*

In case of difficulty please see the Conductor or write to
British Rail Catering 14 Bishop's Bridge Road London W2

A3

Menu 16/6

A light refreshment and corridor service is offered where practicable

Sea Food Cocktail 1/6
Crème Esau
or Fruit Juice

Mixed Grill — *Choice of Fish Course on Fridays*
(Lamb Cutlet, Bacon, Sausage
Tomato, Mushroom)
or Roast Chicken
Bacon Rolls, Bread Sauce,
Butter Beans, Dressed Greens,
Bataille and Mashed Potatoes

Jam Sponge Pudding
or Cheese Board

Coffee 1/-

Please ask for a bill and retain it

In case of difficulty please see the Conductor or write to the General Manager
British Rail Catering 14 Bishop's Bridge Road London W2

A6/2/66

sheet no. 2/302
issued Jan 1968

Shown reduced–actual size A5. Printed in black and red on glazed card, Astralux 0·010, or similar.

A quarter bottle of wine will make your meal

		Quarter bottles
BORDEAUX RED	Medoc	4/-
BORDEAUX WHITE	Graves	4/-
BURGUNDY RED	Macon	4/-
HOCK	Liebfraumilch	4/-
CHAMPAGNE	George Goulet NV	10/-

You will find our full range in ¼ bottles, ½ bottles and bottles in the wine list which also carries a varied selection of Aperitifs, Spirits, Beers and Softs drinks.

Shown reduced – actual size A6

The Dunmow Tray

Special Platter Service 16/6

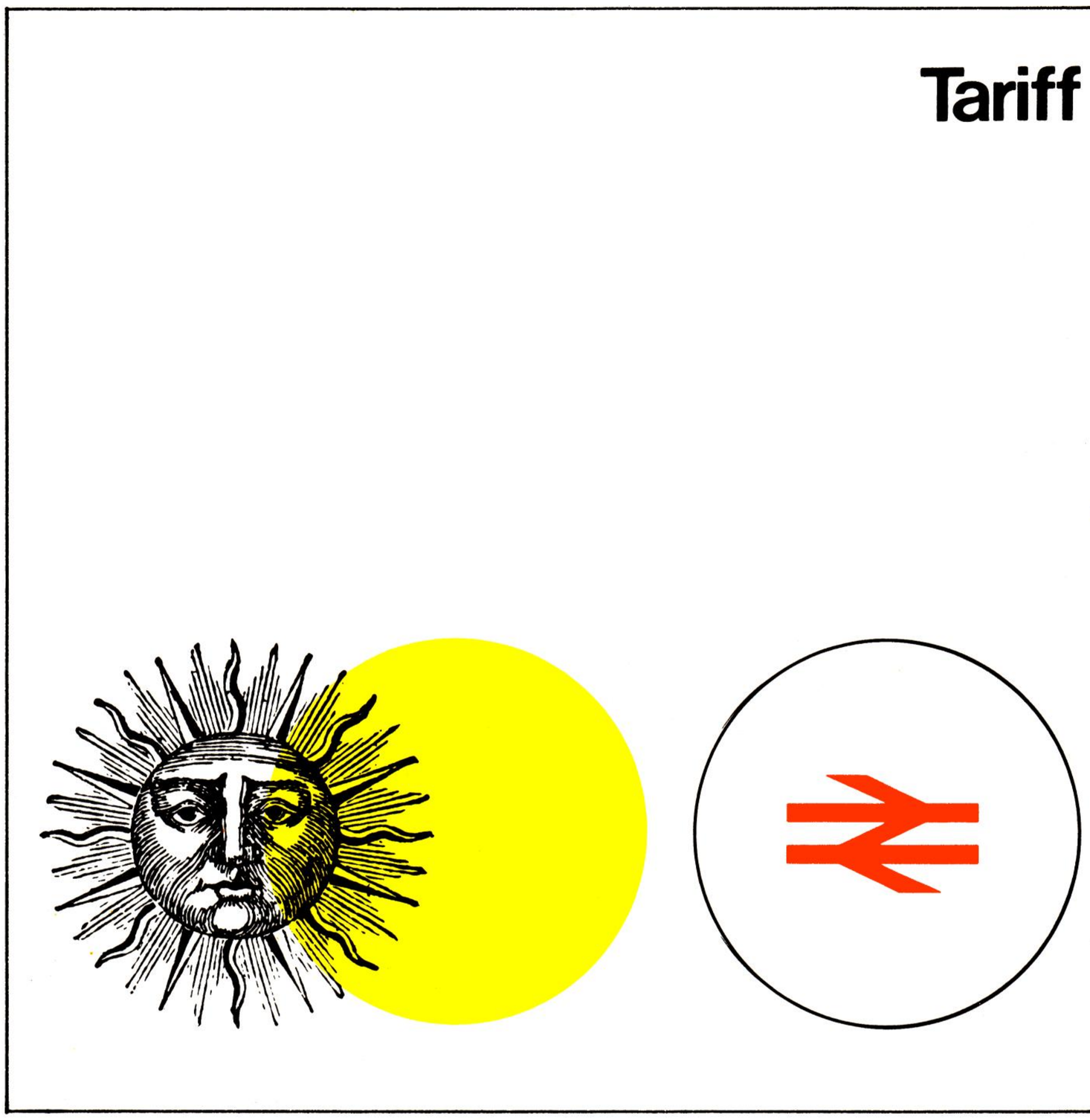
Grilled Gammon Steak, Mushroom Stuffing
Buttered Brussels, Grilled Tomato, French Fried Potatoes
Fried Rice, Garnished Fried Bread, Sauce Robert

Choices of starters or sweet courses from main menu at supplementary charges

Actual size A6

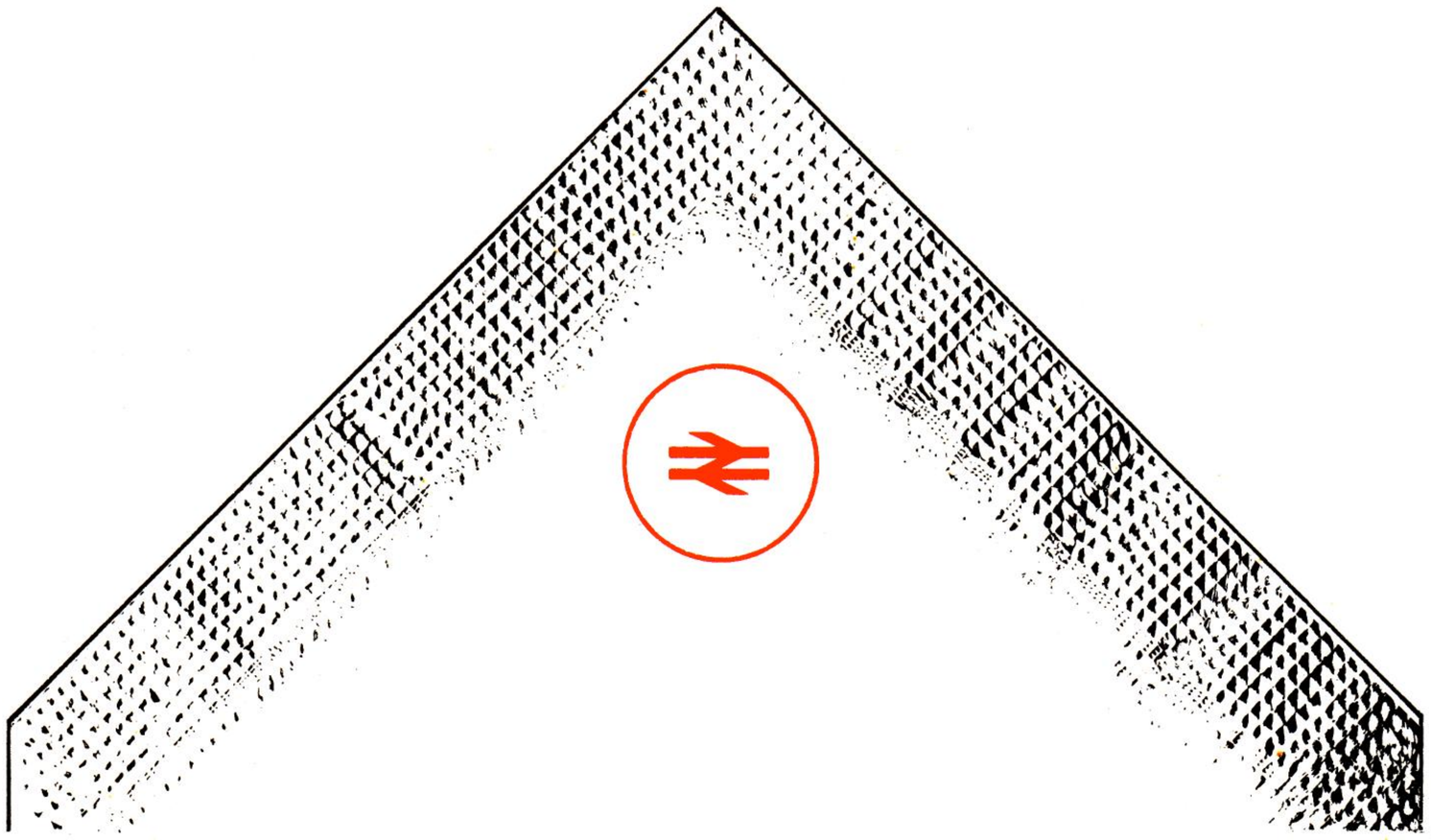
Printed Publicity
British Rail Catering
Miscellaneous items

sheet no.	2/303/1
issued	Jan 1968



Tariff wallet size 8¼″ square out of A4

Reservation cards 3″x 2″



Paper table napkins. Symbol to appear in one corner only

Printed Publicity

British Rail Catering Timetable Symbols

sheet no.	2/304
issued	Jan 1968

Use

The symbols shown below are to be used in timetables, departure sheets and similar applications. Two symbols may be used together to denote that both types of service are offered on one train.

Counter buffet bar service of light refreshments and drinks.

Counter buffet bar with light refreshments, drinks, and hot dishes to order.

Restaurant service of breakfast, lunch, tea or dinner at inclusive prices or a la carte.

Pullman : personal service of meals, light refreshments and drinks at all seats throughout the journey.

Note: For complementary symbols for signposting applications see sheet 3/601 et seq.

Printed Publicity
British Rail Catering
Poster examples

sheet no.	2/305
issued	Jan 1968

The hungry (or thirsty) traveller's guide to British Rail

To find the type of service on your train look for these symbols in the timetable and on signs and notices.
Two symbols together mean that both types of service are offered on one train.

Counter buffet bar service of light refreshments and drinks.

Counter buffet bar with light refreshments, drinks, and hot dishes to order.

Restaurant service of breakfast, lunch, tea or dinner at inclusive prices or a la carte.

Pullman: personal service of meals, light refreshments and drinks at all seats throughout the journey.

Double royal size.

Information poster for use adjacent to departure boards on station concourses etc.

List of sheets

Binder 3

Section 3 Architecture and Signposting

3/01/1	April 65	Facades of stations
3/01/2	April 65	Facades of stations
3/01/3	April 65	Facades of stations
3/02	April 65	Pictograms, notes
3/03	April 65	Pictograms, specimens
3/04	April 65	Fascia lettering
3/04/1	Sept 65	Large name signs outside stations
3/05	Jan 66	Projecting box signs
3/06	Jan 69	Pole signs
3/11	May 65	Signposting principles (provisional)
3/11/1	May 65	Signposting principles (provisional)
3/12	Sept 65	Obsolete
3/13	May 65	Sign layout (provisional)
3/13/1	May 65	Sign layout (provisional)
3/13/2	May 65	Sign layout (provisional)
3/14	May 65	Sign layout (provisional)
3/14/1	May 65	Sign layout (provisional)
3/14/2	May 65	Sign layout (provisional)
3/14/3	Sept 65	Direction arrows
3/14/4	Nov 65	Wall bracket sign layout
3/15	Sept 65	Fascia lettering
3/16	May 65	Platform numbers (provisional)
3/17	May 65	Platform numbers (provisional)
3/18	Sept 65	Platform name sign layout
3/18/1	Sept 65	Platform name sign layout
3/19	Sept 65	Multi-word sign layout
3/504	May 65	MoT street direction sign to station
3/601	Jan 68	Catering signs
3/602	Jan 68	Catering signs
3/603	Jan 68	Catering signs
3/604	Jan 68	Catering signs (Projecting box)
3/605	Jan 68	Catering signs (Projecting box)
3/610	Jan 68	Catering symbols for train indicator boards

Facades of Stations

sheet no. 3/01/1
issued Apr 1965

1 Scope

This and the following sheets give directions for the use of the Basic Elements of the Corporate Identity in the treatment of the facades of stations, both new and existing.

2 General considerations

The policy behind the Corporate Identity Programme is not to submerge the individual or local character of the stations or other railway buildings, but to achieve a theme of unity throughout the system. The carefully repeated use of the Basic Elements will be in evidence of good co-ordination and a guaranteed standard of service.

For general guidance on architectural considerations in external decoration reference should be made to "Recommendations for Improvements to Minor Stations". (A revised version of this is now in preparation). This applies particularly with regard to the choice of painting colours for structure as it should be noted that the House Colours will not normally be used for this purpose but only as detailed below.

3 Symbol on facades

Whilst a symbol must be accorded due dominance on every station facade, its effective value will be increased by its sparing use. One symbol carefully sited would be much more telling than several. Its single use on the fascia or as box sign will establish the symbol clearly; its repeated use—on canopies, doors, windows, etc.—reduces it to mere decoration. The several treatment variations of the symbol are given in Section 1. Basic Elements.

Where it appears desirable to use the symbol preceding "British Rail" and the name of the station, its size, relationship with, and distance from, the lettering will be as shown on Sheet 3/04. However, where suitable architectural opportunity presents itself, the symbol may be used on a larger scale, providing it is used in isolation.

Where the application of the symbol on the facade does not give sufficiently early notice to the traveller of the station's existence, consideration should be given to the use of a symbol on a post. The standard design for this is in preparation.

4 Fascia lettering

All stations will bear the logotype 'British Rail' in upper and lower case in the Rail alphabet. Where there is more than one station in a town or district, the name of the station, also in upper and lower case, will follow, thus: 'British Rail Paddington'. In such cases slightly more space will be left between the logotype and the first letter of the station name.

5 Position and size of lettering

The wide variety of station facades makes complete standardisation undesirable. In general the most suitable position is at canopy level where sufficient depth of fascia board can be made available. Specially erected boards or cut-out letters balanced above canopy edges are seldom successful and on the whole lettering applied directly to a wall is preferable to a board.

The size or scale of lettering is of critical importance; letters too large in proportion to their surroundings are as illegible as those too small. As a guide, the height of the letters used on fascia boards should not exceed half the fascia height. The tile heights of the "Rail" alphabet give an optimum panel height.

Where identification of the station from a considerable distance is deemed necessary a large symbol on its own is preferred to large lettering.

Architecture and Signposting

The signing of stations

sheet no.	3/01/1
issued	Aug 1971

1 Introduction

These notes provide a general description of the system devised for the signing of stations to mandatory Corporate Identity standards. More detailed information for the specialist concerned with actual implementation is available separately. The system is under continuous development by the Director of Industrial Design BRB to whom, as Chairman, Corporate Identity Steering Committee, problems of interpretation or suggestions for improvement should be referred.

2 The principles of signposting

Signs, in one consistent style, are an important part of our Corporate Identity Programme. They provide evidence of unity throughout the system and create a feeling of confidence and reassurance as well as imposing control. Signs are not necessarily read but recognised. This implies the need for uniformity of signs and uniformity in their use.

The function of a sign is to convey a message to passengers, staff and public clearly and at the appropriate moment. To achieve clarity a sign must have correct legibility distance, appropriate target value, simplicity of content and layout, and effective illumination or reflectorisation. The sign must be sited so that it is seen at the moment a decision is to be made, consciously or unconsciously, or when a confirmation or a warning is required. Signs must be adequate in design and construction without being extravagantly expensive.

3 Classification

For the purposes of these notes signs used by British Rail may be classed as:

station name signs	–	on fronts of stations
	–	on platforms
plank signs	–	location signs on stations
	–	directional signs on stations
notices	–	lineside
	–	statutory
	–	safety
	–	information
internal signs	–	inside offices, workshops, etc.
street direction signs	–	standard MoT signs used as prescribed on routes and approaches to British Rail property and services
road traffic signs	–	standard MoT signs used as prescribed on British Rail property

Other signs, dealt with in detail separately, include pole signs for use on station

Architecture and Signposting

The Signing of Stations

Sheet No	3/01/1
Issued	Dec 1985

Introduction

These notes provide a general description of the system devised for the signing of stations to mandatory Corporate Identity standards. More detailed information for the specialist concerned with actual implementation is available separately. The system is under continuous development by the Director of Industrial Design, British Railways Board, to whom, as Chairman, Corporate Identity Steering Committee, problems of interpretation or suggestions for improvement should be referred.

The Principles of Signposting

Signs, in one consistent style, are an important part of our Corporate Identity Programme. They provide evidence of unity throughout the system and create a feeling of confidence and reassurance as well as imposing control. Signs are not necessarily read but recognized. This implies the need for uniformity of signs and uniformity in their use.

The function of a sign is to convey a message to passengers, staff and public, clearly and at the appropriate moment. To achieve clarity, a sign must have correct legibility-distance, appropriate target-value, simplicity of content and layout, and effective illumination or reflectorization. The sign must be sited so that it is seen at the moment a decision is to be made, consciously or unconsciously, or when a confirmation or a warning is required. Signs must be adequate in design and construction without being extravagantly expensive.

Classification

For the purposes of these notes, signs used by British Rail may be classed as:

Station Name Signs	–	on fronts of stations
	–	on platforms
Plank Signs	–	location signs on stations
	–	directional signs on stations
Notices	–	lineside
	–	statutory
	–	safety
	–	information
Internal Signs	–	inside offices, workshops, &/c
Street Direction Signs	–	standard DoT signs used as prescribed on routes and approaches to British Rail property and services
Road Traffic Signs	–	standard DoT signs used as prescribed on British Rail property

Other signs, dealt with in detail separately, include pole signs for use on station forecourts; projecting box signs; internal signs for ships and signs for freight depots and terminals.

Siting

The only general principles on siting that can be stated apply mainly to plank signs on stations. In planning such signs, start at the end and work towards the beginning. In other words, first site location signs, if these are needed as "confirmation", then find "decision points" on the approaches where directional signs will be required. All plank signs within an area should be at the same height from the ground. The recommended standard height is 2.400 metres to the underside and in the case of stacks of plank signs this is to the underside of the bottom plank. For other types of signs and notices an orderly effect is best achieved by lining up horizontally with adjacent architectural or other features.

Lettering and Symbol

Rail Alphabet (sheets 1/10 *et seq*), which is to be used for all signs, has special characteristics for the purpose and these distinguish it from other similar, but not identical, letter forms. The ascenders and the descenders are noticeably short and therefore the space between lines or words can be kept small. The stroke thickness of the letters is adjusted to give maximum legibility together with compactness and to match up with the visual weight of the Rail Symbol. It is an essential element of the Corporate Identity that all lettering chosen is used in lowercase with initial capitals. (There are rare exceptions to this rule, which are *specially authorized.*)

6 **Colour and lettering**

Where the symbol is used in conjunction with lettering, both symbol and lettering will appear in white on either Rail Blue or Black background ; as below.

Exceptionally, to satisfy particular architectural requirements, the following variations may be used.

Isolated cut-out symbols applied to existing surfaces will be either white or BR Flame Red.

Isolated box signs containing the symbol only, will be red with the symbol in white.

Where cut-out lettering set on the edges of canopies is the only practical solution, the letters should be in white.

No lettering (except in emergency notices) will appear in red on station facades, nor will a red symbol be used on a blue ground.

7 **Use of alphabet**

Great care must be exercised to ensure that the correct version of the two alphabets is used. The weight or stroke thicknesses of both have been adjusted to minimise halation effects, that is the optical spread of the lighter areas especially where illuminated.

For general guidance refer to Notes on Use of Alphabets, Sheet No. 1/10.

8 **Projecting box signs**

In the majority of cases, stations are approached obliquely both by pedestrians and cars. Consideration should therefore be given to the use of an internally illuminated box sign with the symbol in white on red. A standard design is available on application to the Chief Architect. No lettering will normally appear on such projecting signs (a special version is available for Travel Agents).

Alternatively, a suitable place for a symbol on the return edge of a canopy—usually on both return ends—in these cases the size of the symbol should be carefully related to the fascia and the lettering on the front of the canopy.

However, where the symbol is so used as a projecting box sign or on canopy returns, the symbol should not also appear alongside the main lettering.

Obsolete signs, particularly projecting signs, should be removed to avoid visual confusion.

forecourts; projecting box signs; internal signs for ships; British Rail Catering signs and signs for freight depots and terminals.

4 Siting

The only general principles on siting that can be stated apply mainly to plank signs on stations. In planning such signs start at the end and work towards the beginning. In other words, first site location signs, if these are needed as 'confirmation'; then find 'decision points' on the approaches where directional signs will be required. All plank signs within an area should be at the same height from the ground. The recommended standard height is 2·400 metres to the underside and in the case of stacks of plank signs this is to the underside of the bottom plank. For other types of signs and notices an orderly effect is best achieved by lining up horizontally with adjacent architectural or other features.

5 Lettering and symbol

Rail Alphabet (sheets 1/10 *et seq*) which is to be used for all signs has special characteristics for the purpose and these distinguish it from other similar, but not identical, letter forms. The ascenders and the descenders are noticeably short and therefore the space between lines or words can be kept small. The stroke thickness of the letters is adjusted to give maximum legibility together with compactness and to match up with the visual weight of the Rail symbol. It is an essential element of the Corporate Identity that all lettering chosen is used in lowercase with initial capitals, with very rare exceptions which are specially authorised.

For acceptable results great accuracy is necessary in the rendering of Rail Alphabet and the Symbol with attention to the correct use of the negative or positive version. It is not intended for signwriting by hand – photographic means, silk-screen stencils or die-cut letters should be used. Sets of master transparencies of all characters are available on loan from the Director of Industrial Design BRB. (In specifying the size of Rail Alphabet reference is always made to the 'x-height', i.e. the height of the lower-case letter 'x'.)

The height over the horizontal arms of the Rail Symbol is always equal to, and is lined up with, the x-height of the lettering. See sheet 1/15.

6 Design and economics

In broad terms, the cost of the sign complete with its suspension represents half the cost of signposting and the other half is accounted for by the fixing. Since the cost of the sign with its suspension is directly proportional to its superficial area the message needs to be condensed into as few immediately comprehensible words as possible.

On station platforms, signs grouped together have a better target value than when dispersed, also, fixing or suspension is more economical. This thinking forms the basis of the plank signing system and sizes and wording have been standardised to a large extent.

7 Exterior identification of stations

It is not the intention that the Corporate Identity shall submerge the individual or local character of stations or similar buildings but to achieve a theme of unity throughout the organisation. The carefully repeated use of the Basic Elements will stand as evidence of good co-ordination and a guaranteed standard of service.

In considering the design of new stations or the refurbishing of old ones the desirability of clear identification in the urban scene will be borne in mind from the earliest stages. First thought should be given to a large Rail symbol sited for maximum visibility for motor vehicles and pedestrians. This requirement may be met either by a symbol on a high part of the building, such as a lift tower, by a pole sign or by a projecting box sign. Such symbols should be illuminated if at all possible.

If on the building it should be adequate in scale and, providing a suitable area of plain background is available, a cut-out version, internally or externally illuminated, will look more integrated with the building than a flat box sign. It is

The Signing of Stations

Sheet No 3/01/2
Issued Dec 1985

For acceptable results, great accuracy is necessary in the rendering of Rail Alphabet and the Symbol, with attention to the correct use of the negative or positive versions of each. It is not intended for signwriting by hand – photographic means, silk-screen stencils, die-cut letters or kiss-cut vinyl letters should be used. Sets of masters of all characters are available on loan from the Director of Industrial Design. (In specifying the size of Rail Alphabet reference is always made to the "x-height", i.e. the height of the lower-case letter "x".)

The height over the horizontal arms of the Rail Symbol is always equal to, and is lined up with, the x-height of the lettering. See Sheet 1/15.

Design and Economics

In broad terms, the cost of the sign complete with its suspension represents half the cost of signposting; the other half is accounted for by the fixing. Since the cost of the sign with its suspension is directly proportional to its superficial area, the message needs to be condensed into as few immediately comprehensible words as possible.

On station platforms, signs grouped together have a better target-value than when dispersed; also, fixing or suspension is more economical. This thinking forms the basis of the plank signing system, and sizes and wording have been standardized to a large extent.

Exterior Identification of Stations

It is not the Board's intention that its Corporate Identity shall submerge the local character of stations and similar buildings but rather that it should provide a powerful sense of unity throughout the entire network. The planned and efficient repetition of the Basic Elements provides strong visual evidence of thought, decision and co-ordination.

In considering the design of new stations or the refurbishing of old ones the desirability of clear identification in the urban scene should be borne in mind from the earliest stages. First thought should be given to a large Rail Symbol sited for maximum visibility for motor vehicles and pedestrians. This requirement may be met either by a symbol on a high part of the building, such as a lift tower, or by a pole sign or by a projecting box sign. Such symbols should be illuminated if at all possible.

If the sign is on the building it should be adequate in scale and, provided a suitable area of plain background is available, a cut-out version, internally or externally illuminated, will look more integrated with the building than a flat box sign. It is usually easier to provide access for the servicing of exterior floodlights than for other forms of lighting, though attention should be paid to the initial and operational economics of the various forms of illumination.

Standard pole signs are shown on Sheet 3/06. A lighting supply is desirable but not essential. The best site is an unobstructed one where the full height of the pole can be seen. Traffic direction signs should not be fixed to the pole at a lower level.

Standard projecting box signs bearing the Symbol are shown on Sheet 3/05. In situations where a station is set back from the street, and a pole sign is not practicable, a projecting box sign may sometimes be conveniently sited on an adjacent building or used to pin-point a pedestrian access.

Fascias

Besides a large symbol on a pole or elsewhere, stations should be further identified by a white fascia bearing a red Symbol (positive version) and black lettering giving the station name. Where the name is short it may be preceded by the words *British Rail* in Rail Alphabet.

Borough Green and Wrotham

British Rail Kenton

If for architectural or other reasons any variation on these requirements appears desirable, the agreement of the Corporate Identity Steering Committee must be obtained.

9 **Illumination of fascia lettering**

Where illumination is considered desirable, it is recommended that the following methods are not used :
face-fixed neon strip on cut-out
box formation letters
neon applied over sign-written lettering on fascia
sign boards

The day-time appearance tends to be untidy and the incorporation of tubes on the face tends to spoil the appearance and definition of letter forms, particularly where the size of lettering is limited. Suitable positions for transformers, switchgear and ancillary wiring can seldom be found to conceal them from view and leads to untidiness in the appearance of frontages. Furthermore, experience shows that face-fixed neon requires considerably more maintenance and consequently involves greater cost in the long run than other forms of illuminated letter. It is also vulnerable to breakage by cleaners' ladders and similar hazards.

The use of strip neon as a purely decorative form of lighting is not, on the whole, recommended. The occasional use of strip in a white light may prove an advantage in a station where general street lighting is inadequate but great care and restraint must be exercised.

10 **Box type halo letters**

These are solid sheet metal forms of letters (usually lead dipped) which contain a white neon or cold cathode tube inserted in the back of the letter which is fixed from the background on distance pieces. This form of illumination is most suitable when its size is large in order to accommodate the tubes and electrodes comfortably. The background needs to be in a light colour; either painted stucco or colour washed brickwork.

In general box type halo signs are not recommended but if they are used the returns of the letters should not exceed one-third of the stroke width of the letter. The character and spacing of the letter-form does not make it suitable for deep returns which reduce legibility.

11 **Face illuminated letters**

These are box type letters accommodating the neon but with solid returns and translucent Perspex face. The remarks in the previous paragraph apply.

12 **Fret-cut halo letters**

This is in many ways a preferable form of illuminated letter. The thin fretted letters have no returns and the neon tube is set back about $\frac{1}{2}''$ from the edge of the letter with the tube centred on the edge of the letter.

13 **Letters on illuminated panels**

Where the size of letter which can be used is limited and neither halo nor box letters can be used, it is recommended that the lettering is fretted out of a continuous background panel or screen printed on the face of the panel, which is then illuminated by a continuous fluorescent or cold cathode tube from behind. Care should be taken that the degree of lighting intensity is not too great, as sparkle or glare is most undesirable.

For such signs it is hoped that Perspex in the BR Rail Blue will soon be available.* Care should be taken to ensure an even illumination is achieved otherwise there is a tendency to see the outline of tubes behind.

14 **Applied letters**

Cut-out letters applied to fascias and illuminated panels are not recommended. They are difficult to clean, reduce legibility and are difficult to replace when they fall off which they have a habit of doing.

15 **Forecourt and street signs**

Standard direction signs are being prepared in agreement with the Ministry of Transport and designs will be issued as soon as possible. In the meantime the symbol should not be used indiscriminately on such signs as Car Park and Direction Signs.

16 **Existing totems**

Where a limited replacement is essential, the totem may be retained for the time being, but on no account shall existing totems be refurbished in the new lettering and colours.

17 **Further advice**

Further advice is available from the Chief Architect and the Director of Industrial Design. Instructions on Platform Signposting and the use of Pictograms will be issued as soon as possible.

*I.C.I. reference nos. 7040 for BR Rail Blue and 3016/3017 for BR Flame Red. A special matt finish is available which eliminates reflections.

usually easier to provide access for the servicing of exterior floodlights than for other forms of lighting.

Standard pole signs are shown on sheet 3/06. A lighting supply is desirable but not essential and the best site is an unobstructed one where the full height of the pole can be seen. Traffic direction signs should not be fixed to the pole at a lower level.

Standard projecting box signs bearing the symbol are shown on sheet 3/05. In situations where a station is set back from the street, and a pole sign is not practicable, a projecting box sign may sometimes be conveniently sited on an adjacent building or used to pin-point a pedestrian access.

8 **Fascias**

Besides a large symbol on a pole or elsewhere stations will be further identified by a white fascia bearing a red symbol (positive version) and black lettering giving the station name. Where the name is short it may be preceded by the words British Rail.

If for architectural or other reasons any variation on these requirements appears desirable then the agreement of the Corporate Identity Steering Committee must be obtained.

9 **Station names on platforms**

Station name signs on platforms always match in style the plank signs and are in black lettering on a white background. Where it is necessary to include additional information, e.g. 'alight here for . . .' this is given in blue lettering of smaller size. These signs are positioned parallel to the track and spaced evenly along the effective length of the platform. They should be fixed at a height such that they may be read over the heads of people on the platform by passengers seated in carriages, and they should be well lit after dark. In practice the height and distance between the signs is largely determined by the existing structure and light fittings, but a constant height must be maintained for the whole length of a platform and door lintel height is usually the best compromise.

Station names on column mounted fluorescent light fittings are not considered to meet these requirements but approved designs exist for a combined station name sign and advertising display which is useful where the platform is long and the station buildings are small.

10 **Plank signs**

The plank signing system has been developed to provide directional and location signs at reasonable cost for stations. Standard wording, layout, sizes and construction have been chosen which meet all normal requirements.

The system is based on the concept of 'one message – one plank' and the use of Rail Alphabet with its spacing tiles. The size and proportions of the lettering relative to the plank and are consistent throughout. There are single and double depth planks; if the message or legend cannot be fitted into a double plank, i.e. exceeds about 24 letters, then it is too long and a shorter expression must be found.

An arrow space is always left at either end of the plank. Directional arrows precede the message for all left-handed signs and follow the message for all right-handed signs. The lettering is ranged either left or right, towards the arrow. On the use of arrows see sheet 3/14/3.

In the case of location signs, for which an arrow is not normally required, the

The Signing of Stations

Sheet No 3/01/3
Issued Dec 1985

Station Names on Platforms

Station name signs on platforms always match in style the plank signs and are in black lettering on a white background. Where it is necessary to include additional information, (e.g., "alight here for...") this is given in blue lettering of smaller size. These signs are positioned parallel to the track and spaced evenly along the effective length of the platform. They should be fixed at a height such that they may be read over the heads of people on the platform by passengers seated in carriages, and they should be well lit after dark. In practice the height and distance between the signs is largely determined by the existing structure and light fittings, but a constant height must be maintained for the whole length of a platform and door lintel height is usually the best compromise.

Station names on column-mounted fluorescent light fittings are not considered to meet these requirements but approved designs exist for a combined station name sign and advertising display which is useful where the platform is long and the station buildings are small.

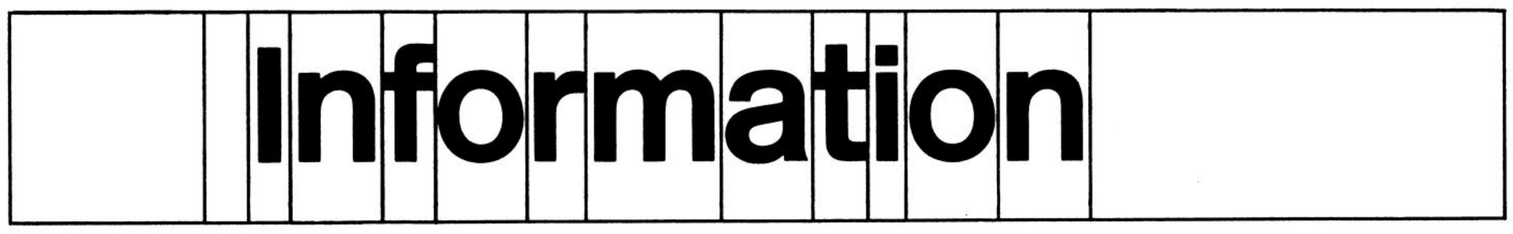
Plank Signs

The plank signing system has been developed to provide directional and location signs at reasonable cost for stations. Standard wording, layout, sizes and construction have been chosen that meet all normal requirements.

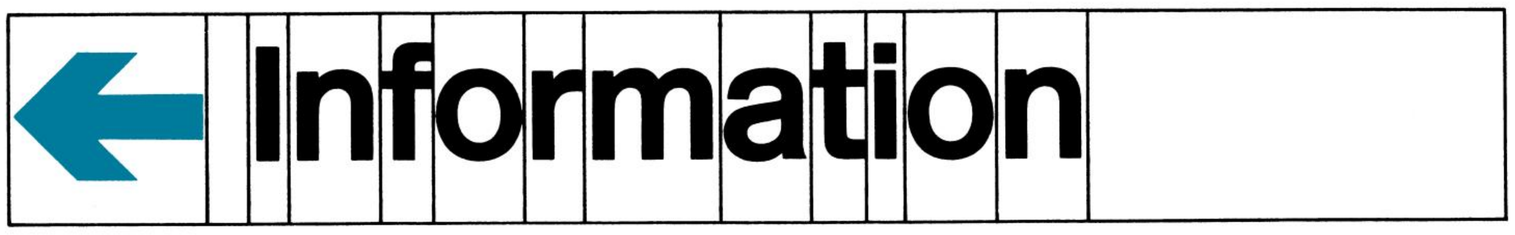
The system is based on the concept of "one message: one plank" and the use of Rail Alphabet with its spacing system. The size and proportions of the lettering are relative to the plank and are consistent throughout. There are single and double depth planks; if the message or legend cannot be fitted into a double plank, i.e. exceeds about 24 letters, then it is too long and a shorter expression must be found.

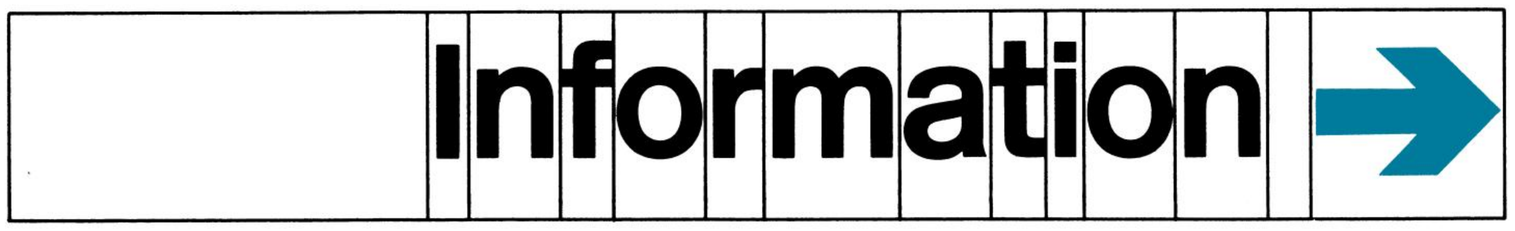
An arrow space is always left at either end of the plank. Directional arrows precede the message for all left-handed signs and follow the message for all right-handed signs. The lettering is ranged either left or right, towards the arrow. On the use of arrows see Sheet 3/14/3.

In the case of location signs, for which an arrow is not normally required, the lettering is ranged to the left, still leaving an arrow space. The only exception to this occurs on bracket signs projecting from the wall, where the legend is positioned at the end of the plank furthest from the wall.



Location Sign



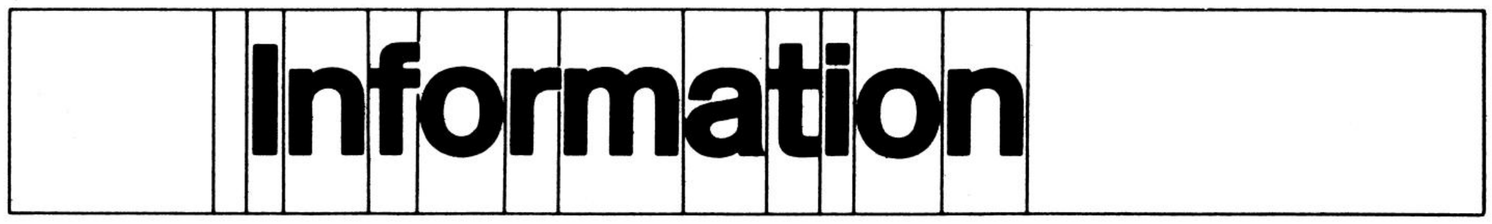


Direction Signs

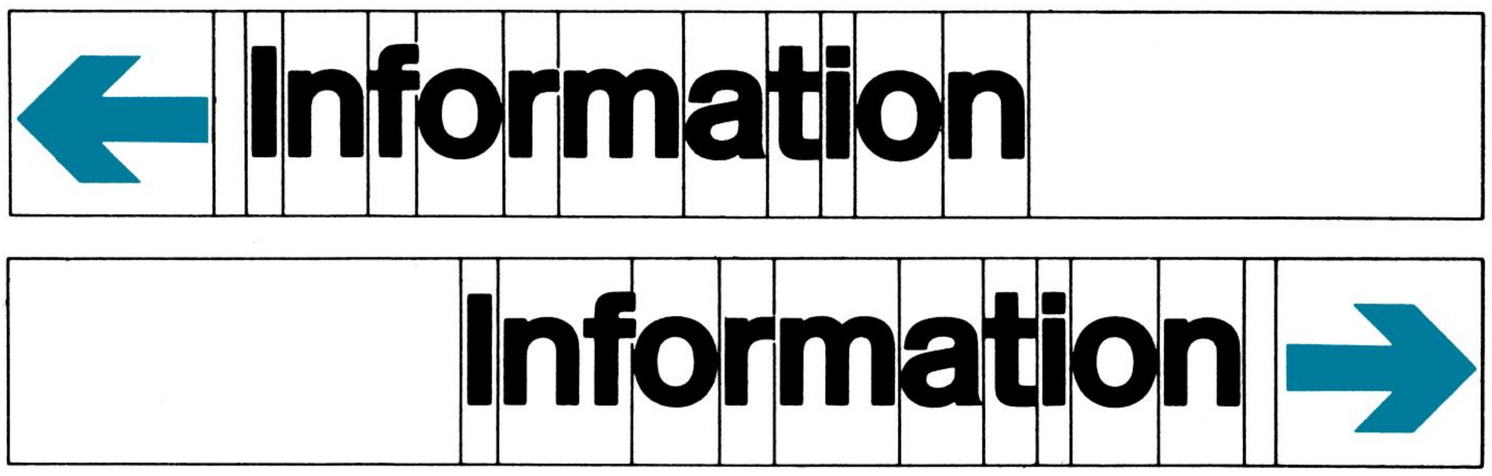
Plank Signs: Colour

Colour on plank signs is confined to black lettering on white with arrows in blue. If, instead of an arrow, directional information in words is necessary then these should also be in blue. Safety notices e.g. "Fire exit" white and green, and warning notices e.g. "No entry" white and red. Fittings and posts are painted grey. Usually there will be wording on the backs of signs but where there is not, plain white planks are used to cover the framework.

lettering is ranged to the left, still leaving an arrow space. The only exception to this occurs on bracket signs projecting from the wall, where the legend is positioned at the end of the plank furthest from the wall.



Location sign



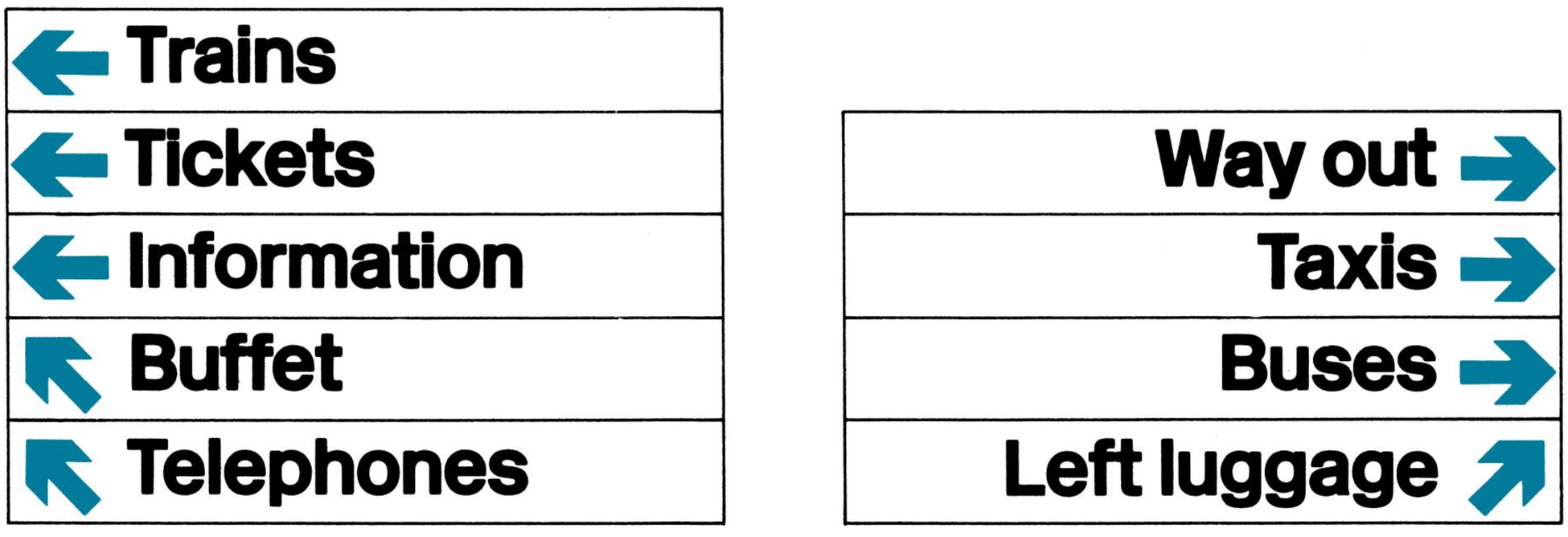
Direction signs

11 **Plank signs: colour**

Colour on plank signs is confined to black lettering on white with arrows in blue. If, instead of an arrow, directional information in words is necessary then these should also be in blue. Safety notices e.g. 'Fire exit' white and green, and warning notices e.g. 'No entry' white and red. Fittings and posts are painted grey. Usually there will be wording on the backs of signs but where there is not, plain white planks are used to cover the framework.

12 **Plank signs: stacked signs**

In situations where it is necessary to give directions to a number of places the planks are stacked one above the other, with information relating to travel taking priority at the top. If a sign is eight or more planks deep then two stacks are formed side by side. All signs or stacks of signs within an area are fixed at the same height from the ground so that the bottoms of all signs are level. The recommended height is 2·400 metres.



13 **Plank signs: construction**

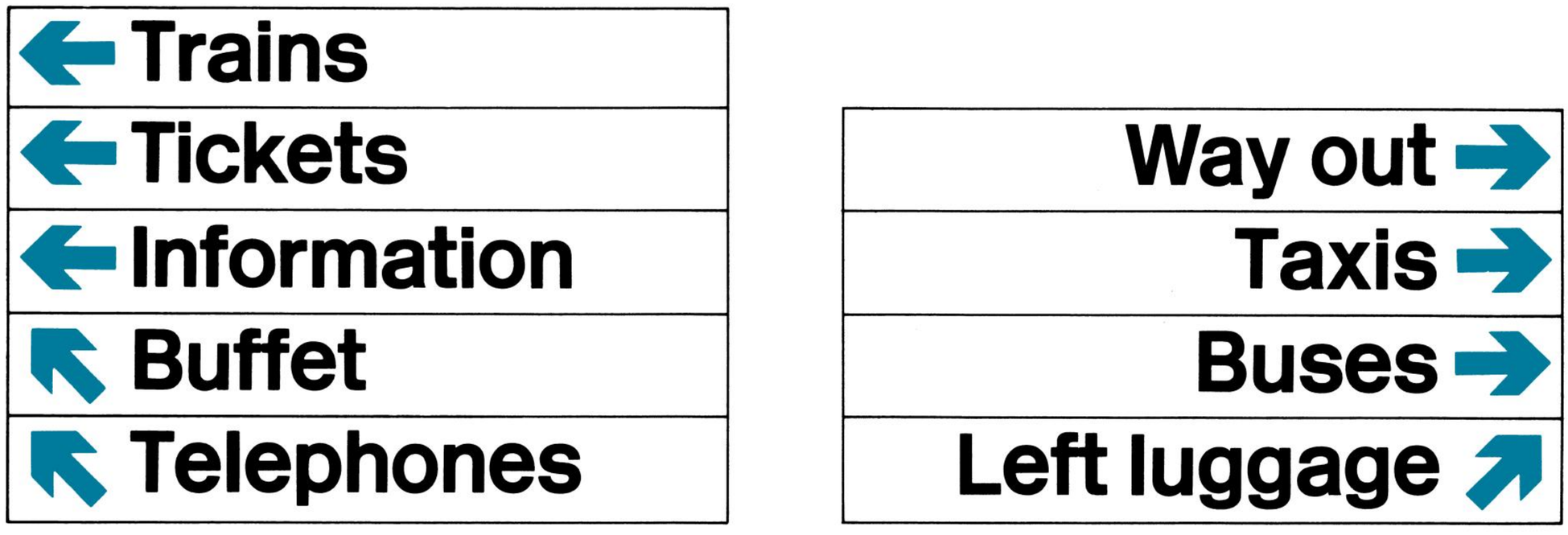
The standard construction consists of trough section planks of aluminium faced with pre-bonded PVC and die-cut letters applied with heat and vacuum pressure. The planks are fastened with pop rivets to cranked strap iron carriers which may be fixed directly on to a wall, to a framed cantilever bracket, or may be hung

The Signing of Stations

Sheet No 3/01/4
Issued Dec 1985

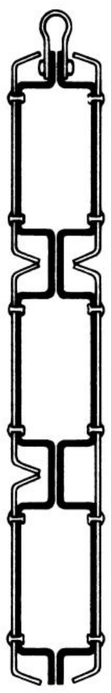
Plank Signs: Stacked Signs

In situations where it is necessary to give directions to a number of places the planks are stacked one above the other, with information relating to travel taking priority at the top. If a sign is eight or more planks deep then two stacks are formed side by side. All signs or stacks of signs within an area are fixed at the same height from the ground so that the bottoms of all signs are level. The recommended height is 2.400 metres.



Plank Signs: Construction

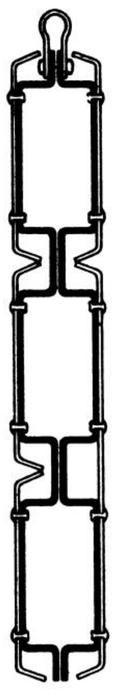
The standard construction consists of trough-section planks of aluminium-faced with pre-bonded PVC letters applied with heat and/or vacuum pressure. The planks are fastened with pop rivets to cranked strap iron carriers which may be fixed directly on to a wall, to a framed cantilever bracket, or may be hung from a cantilever bracket, from ceiling or from roof structure by means of flat rods or cables according to the length of drop.

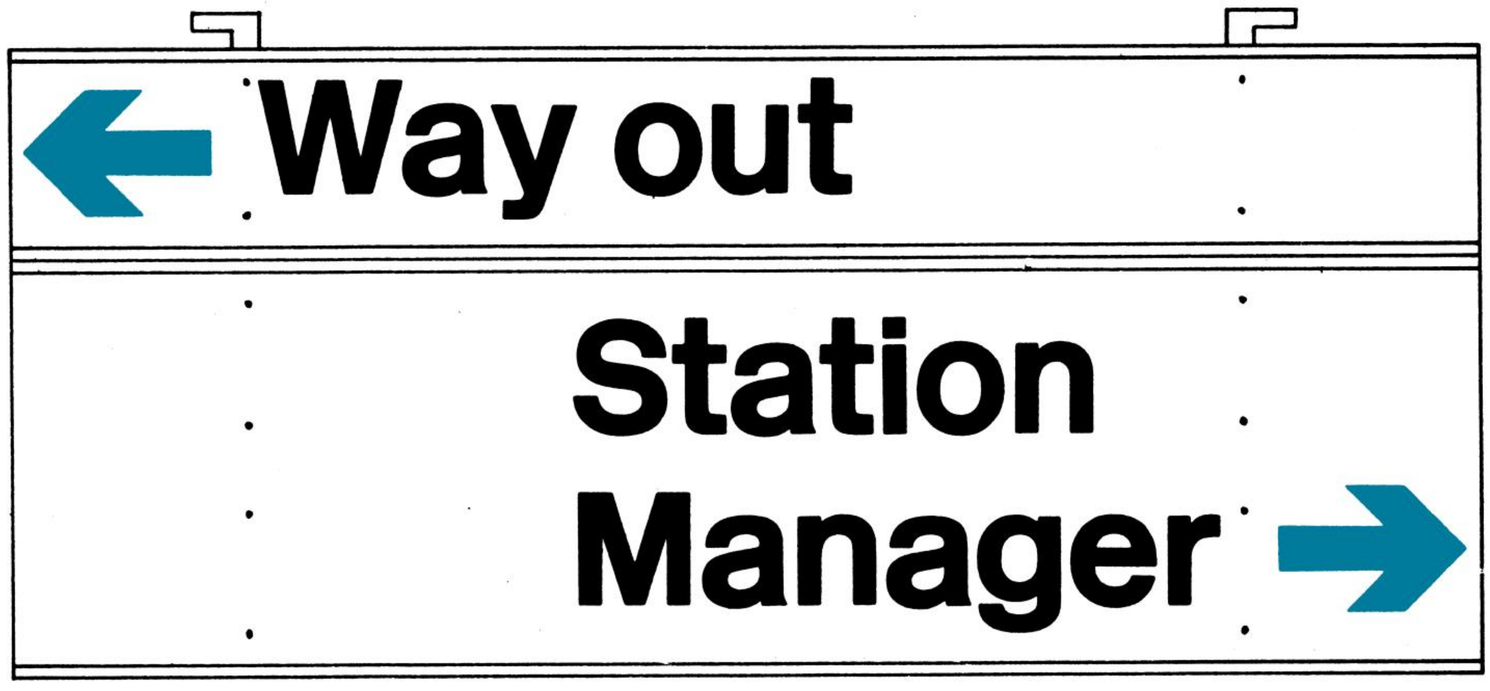


Platform Number Signs

Associated with plank signs on stations are platform number signs and car stop signs (for the use of Drivers) for which standard designs are provided, as shown in the Signposting Supplement. These match but are hung separately from plank signs at right angles to the track and at the standard height to the underside.

from a cantilever bracket, from ceiling or from roof structure by means of flat rods or cables according to the length of drop.





14 Platform number signs

Associated with plank signs on stations are platform number signs and car stop signs (for the use of Drivers) for which standard designs are provided, as shown in the Signposting Supplement. These match but are hung separately from plank signs at right angles to the track and at the standard height to the underside.

Architecture and Signposting

Pictograms

sheet no.	3/02
issued	Apr 1965

1 Pictograms

Pictograms will be introduced only on a limited scale with discretion and caution. Suitable situations are large stations frequented by international travellers.

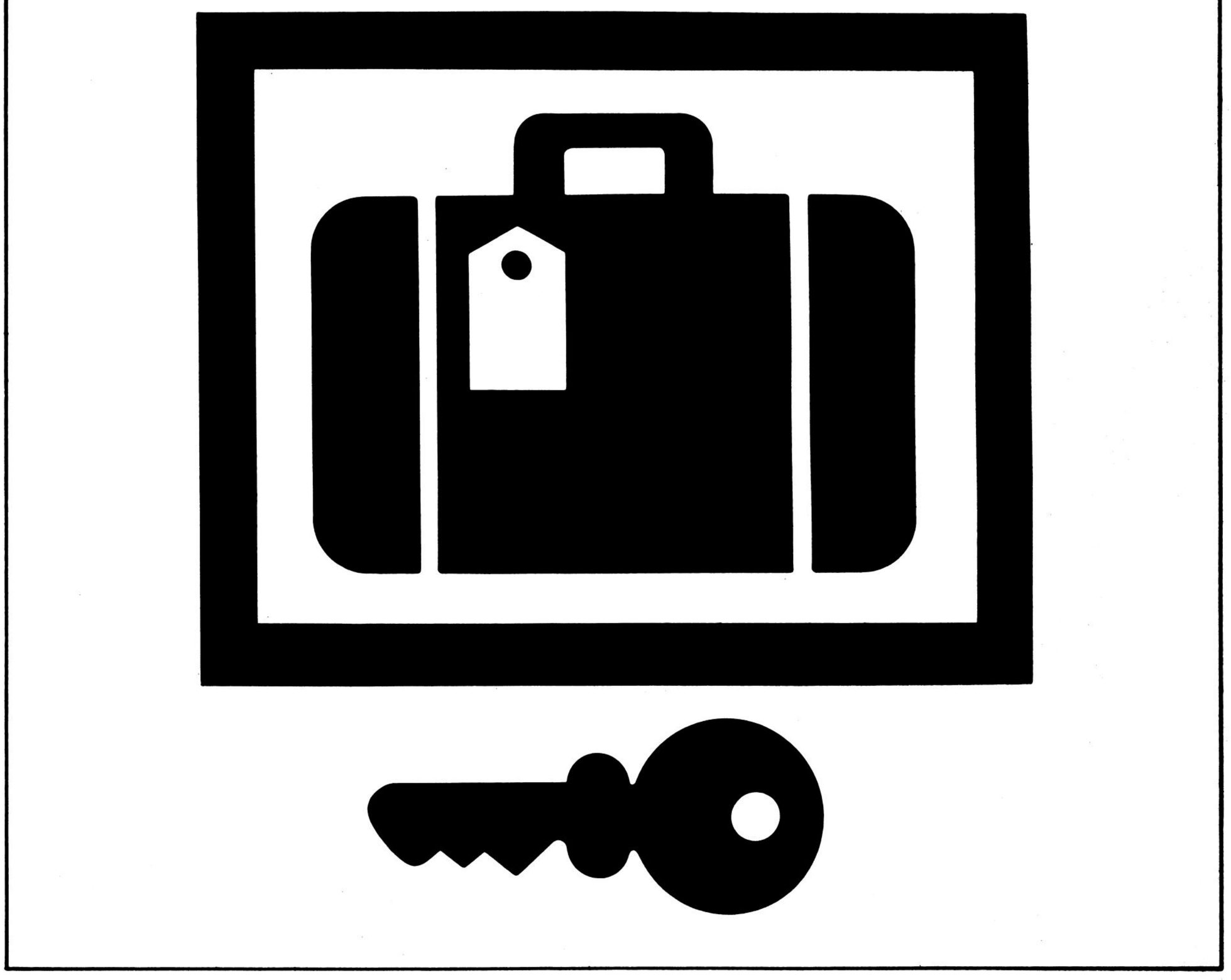
They will be used in the standard international size of 1′ 8″ square (50 cms), and will be used only in situations isolated from lettered signs.

They will not be used as part of a lettered sign or fascia.

Lettered signs in black on white in the Rail alphabet with blue arrows will be used for all usual situations.

Pictograms as far as possible should be grouped together and will be used with the standard blue direction arrows which will be on rectangles to the 1′ 8″ high module.

Pictograms available so far are for:
Ladies, Gentlemen, Telephone, Left luggage, Luggage lockers.
Further pictograms will be issued from time to time.



Architecture and Signposting
Pictograms

Sheet No	3/02
Issued	Dec 1985

Pictograms

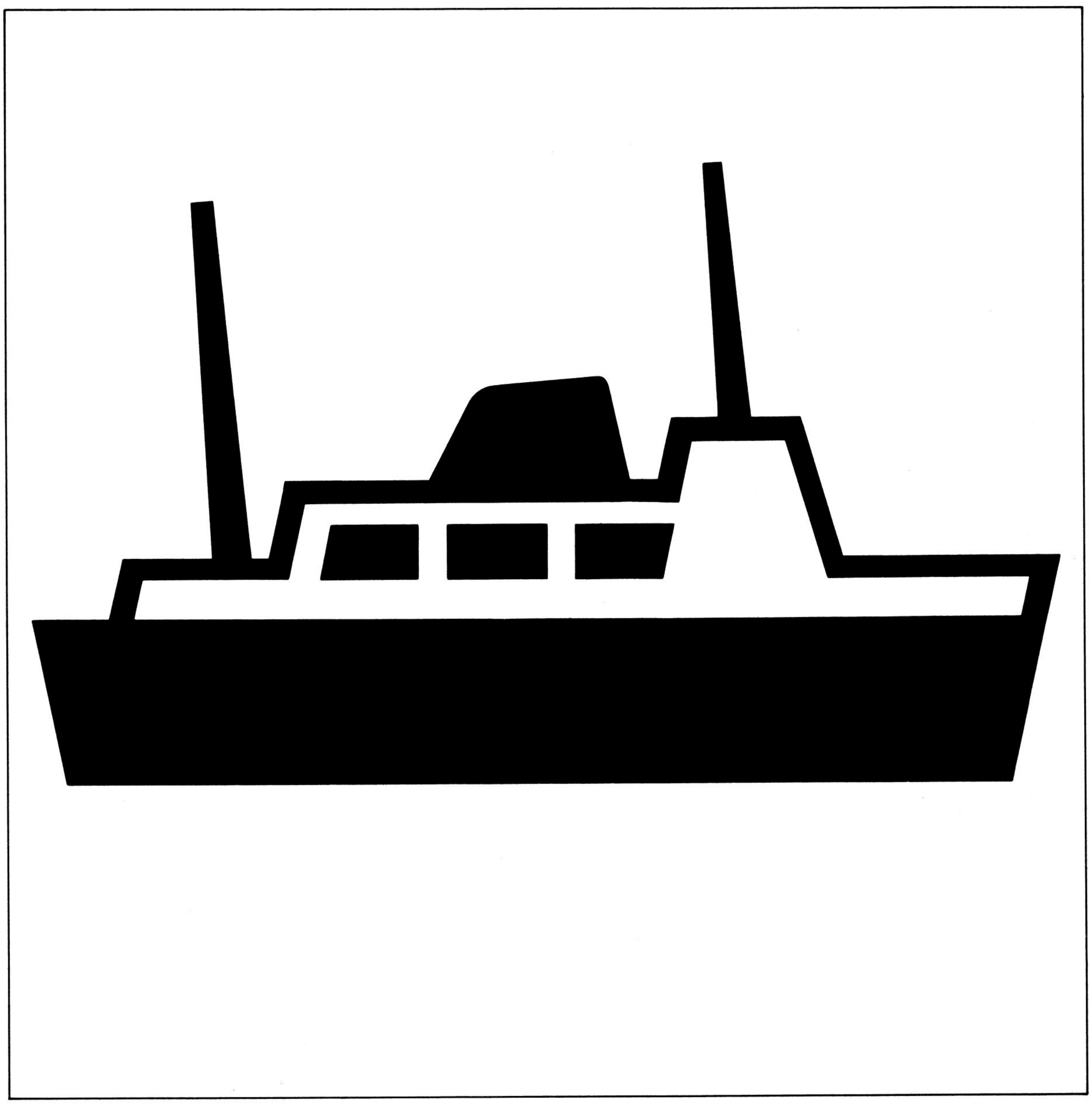
This sheet and those immediately following supersede sheets 3/02 and 3/03 issued January 1974.

The pictograms shown are based on UIC recommendations. Their use is confined to ports and stations much frequented by international travellers.

All pictograms are reproduced in black on white, except as indicated.

Sheets 3/03 and 3/03/1 show the method of incorporating pictograms within the plank sign system.

Photographic references are available from the Director of Industrial Design.



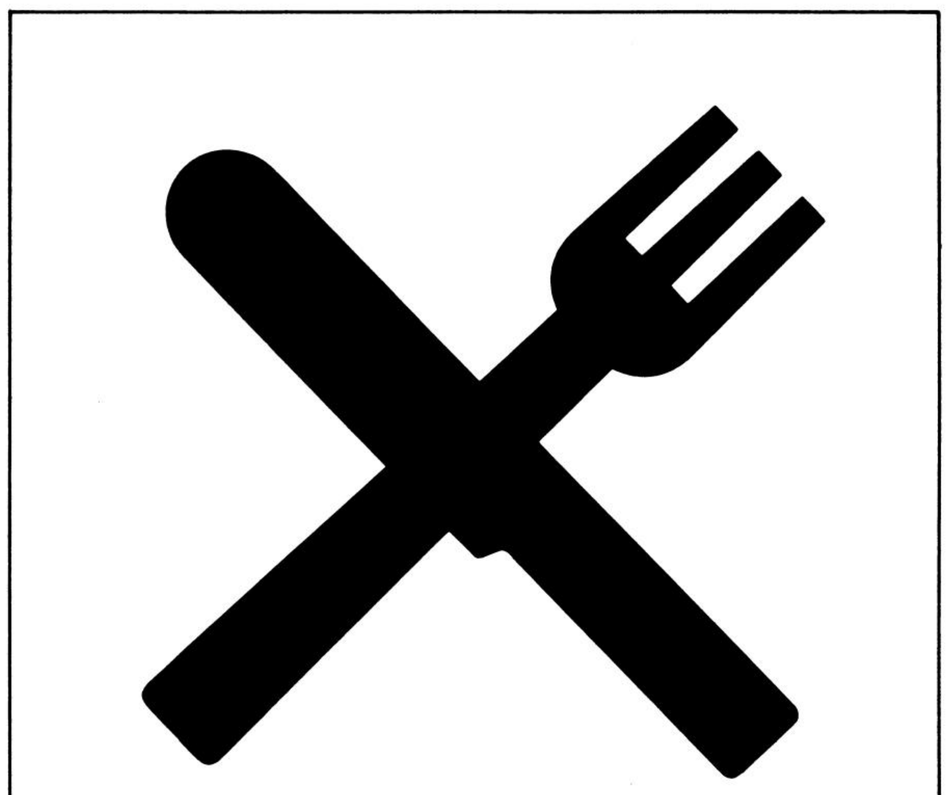
Architecture and Signposting
Pictograms

Sheet No	3/02/1
Issued	Dec 1985

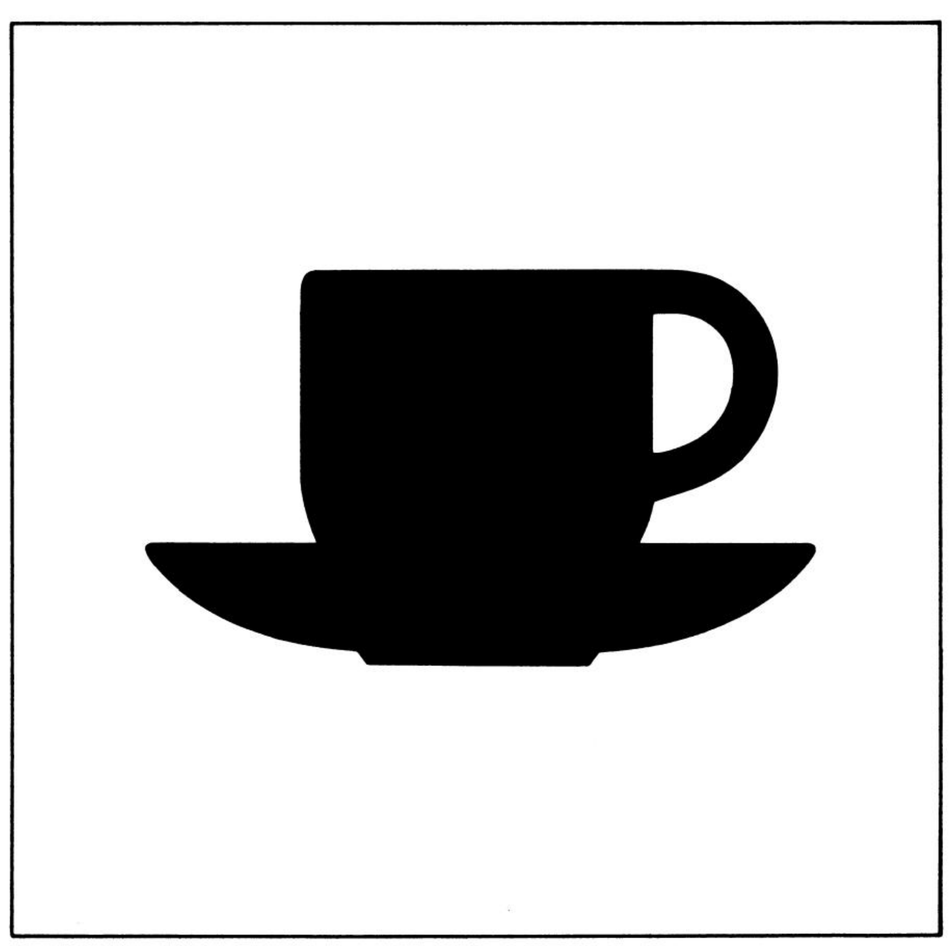
Gentlemen

Ladies

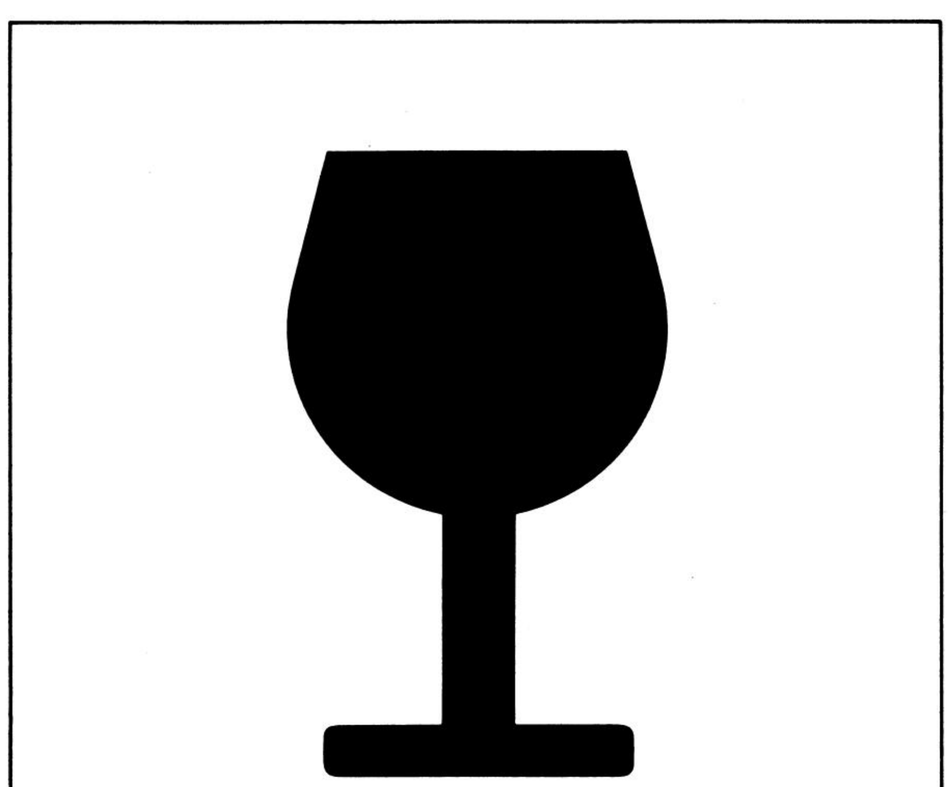
Telephones



Restaurant



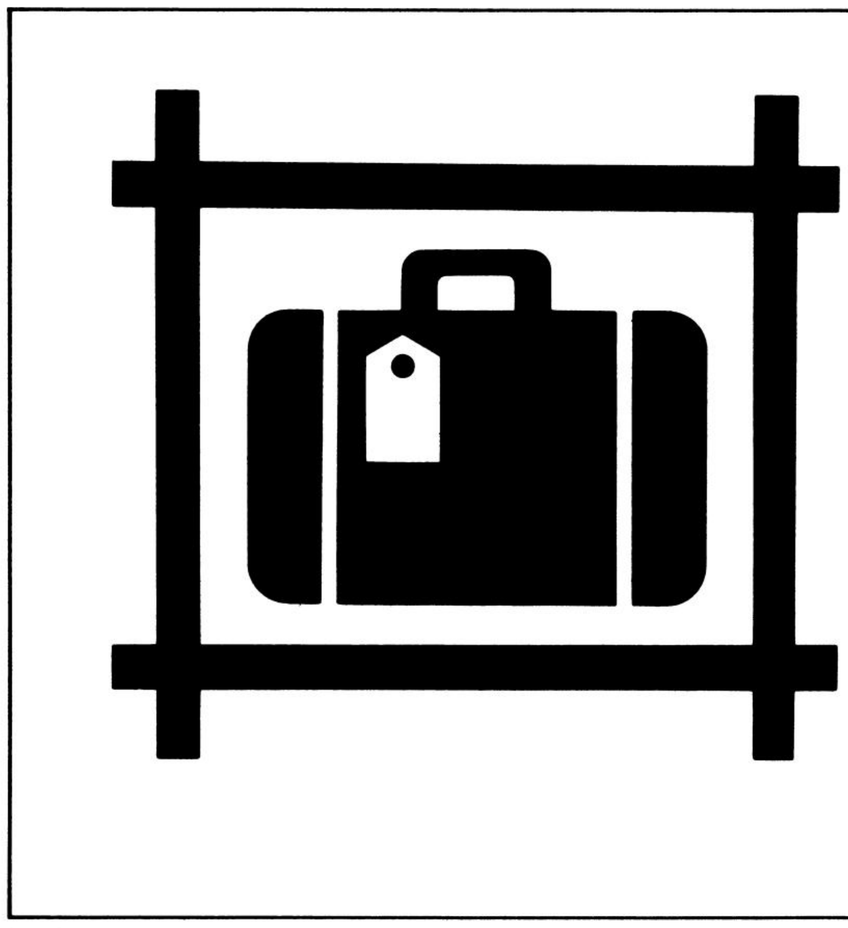
Buffet



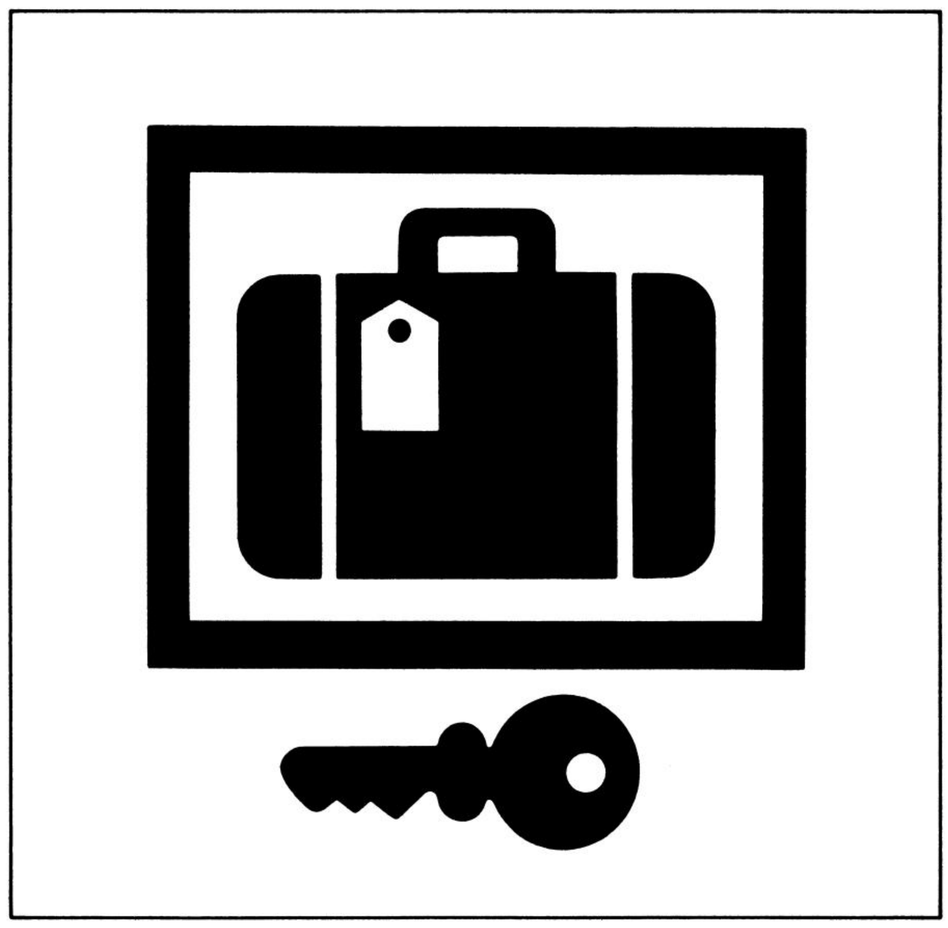
Bar

Architecture and Signposting
Pictograms

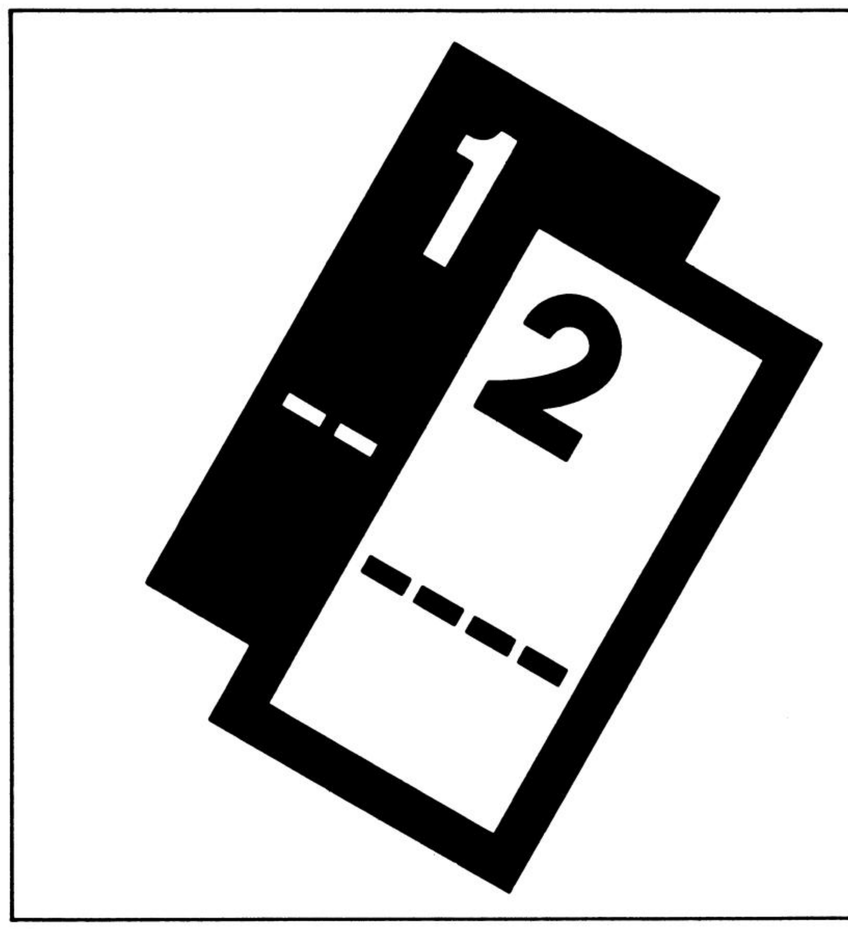
Sheet No	3/02/2
Issued	Dec 1985



Left luggage

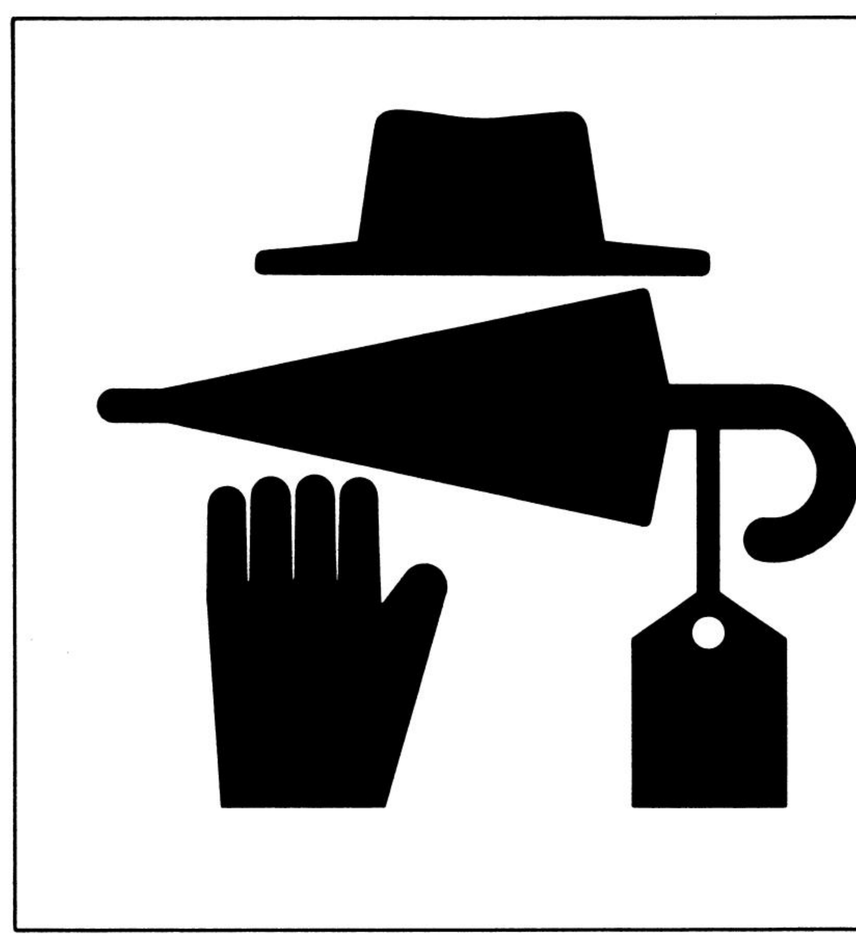


Luggage lockers



Tickets

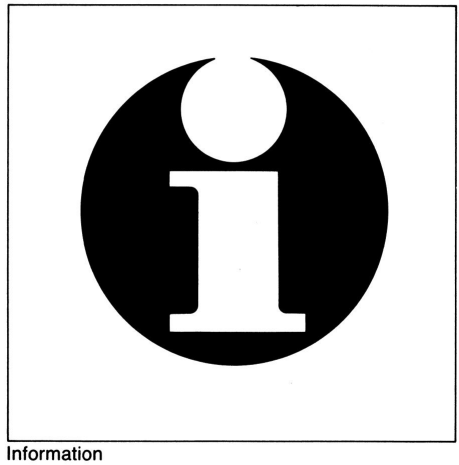
Waiting room



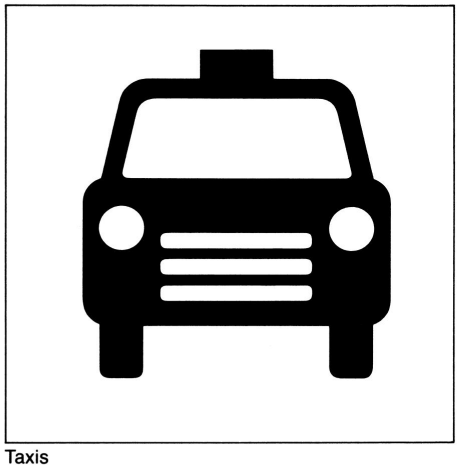
Lost property

Hairdresser

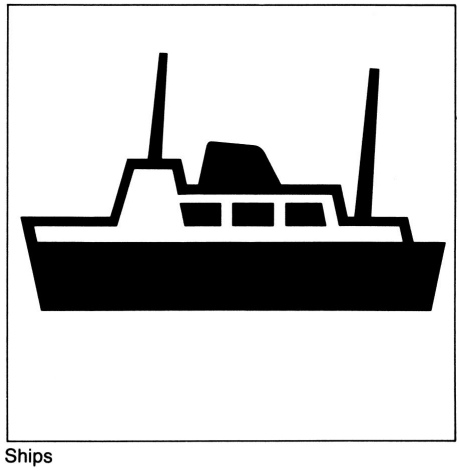
Baggage registration



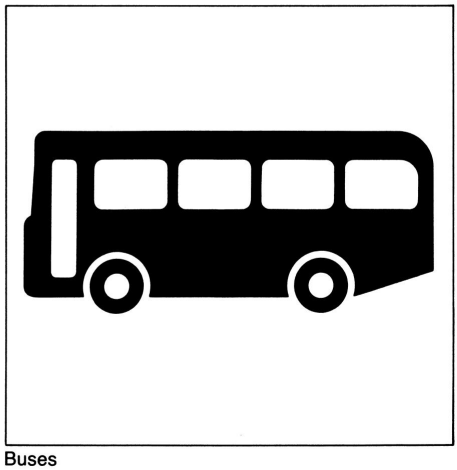
Information



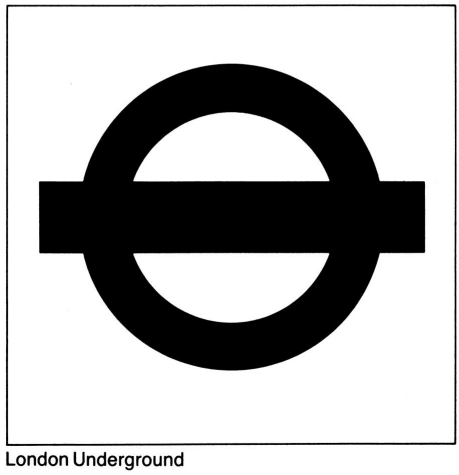
Taxis



Ships



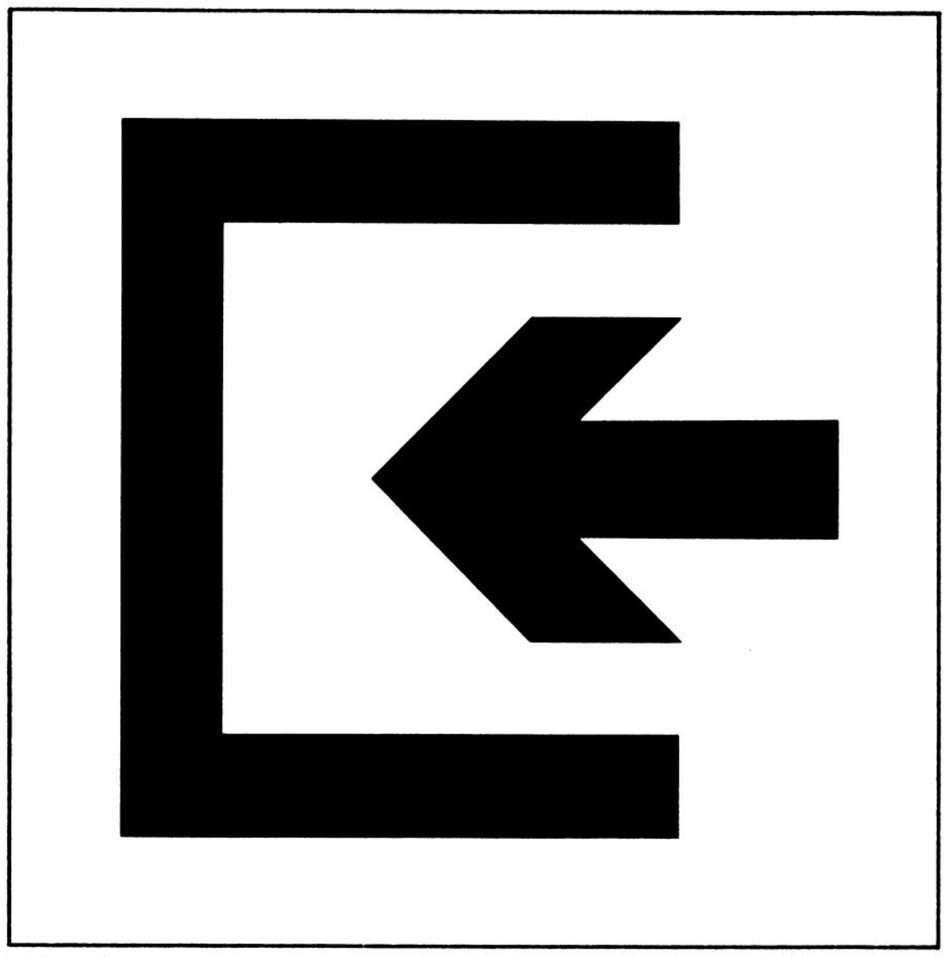
Buses



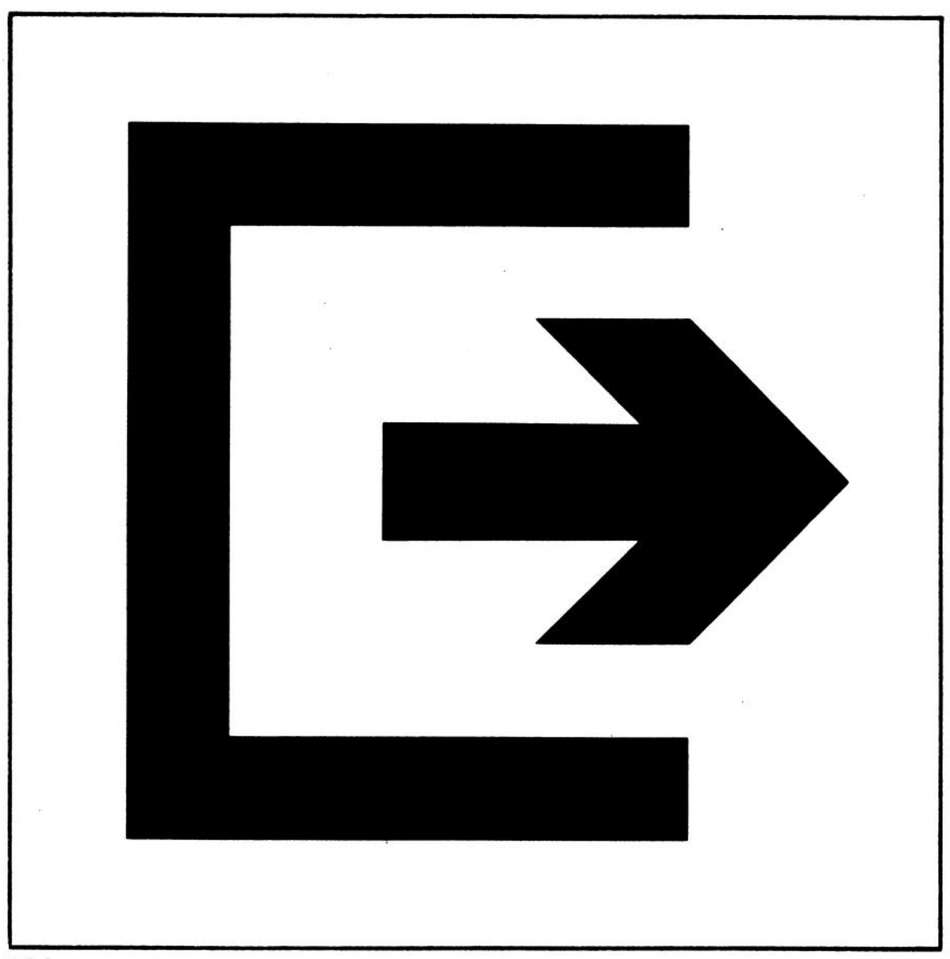
London Underground

Architecture and Signposting
Pictograms

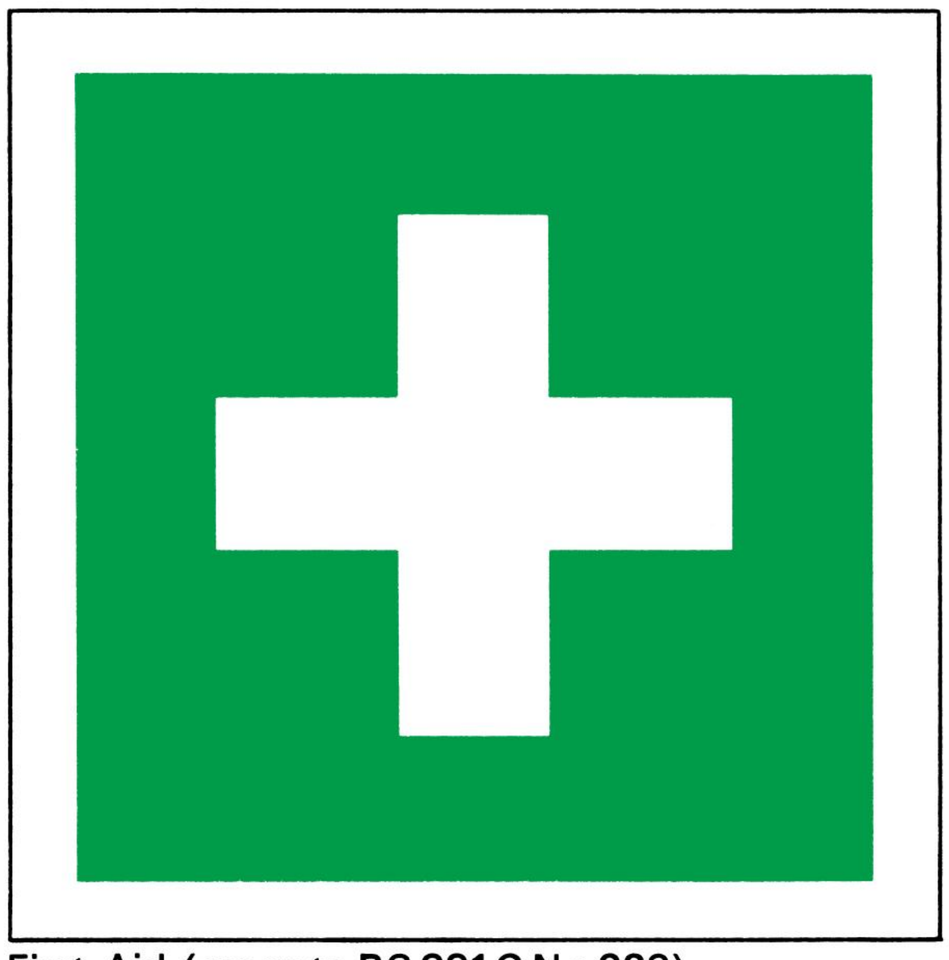
sheet no.	3/02/4
issued	Jan 1974



Way in



Way out

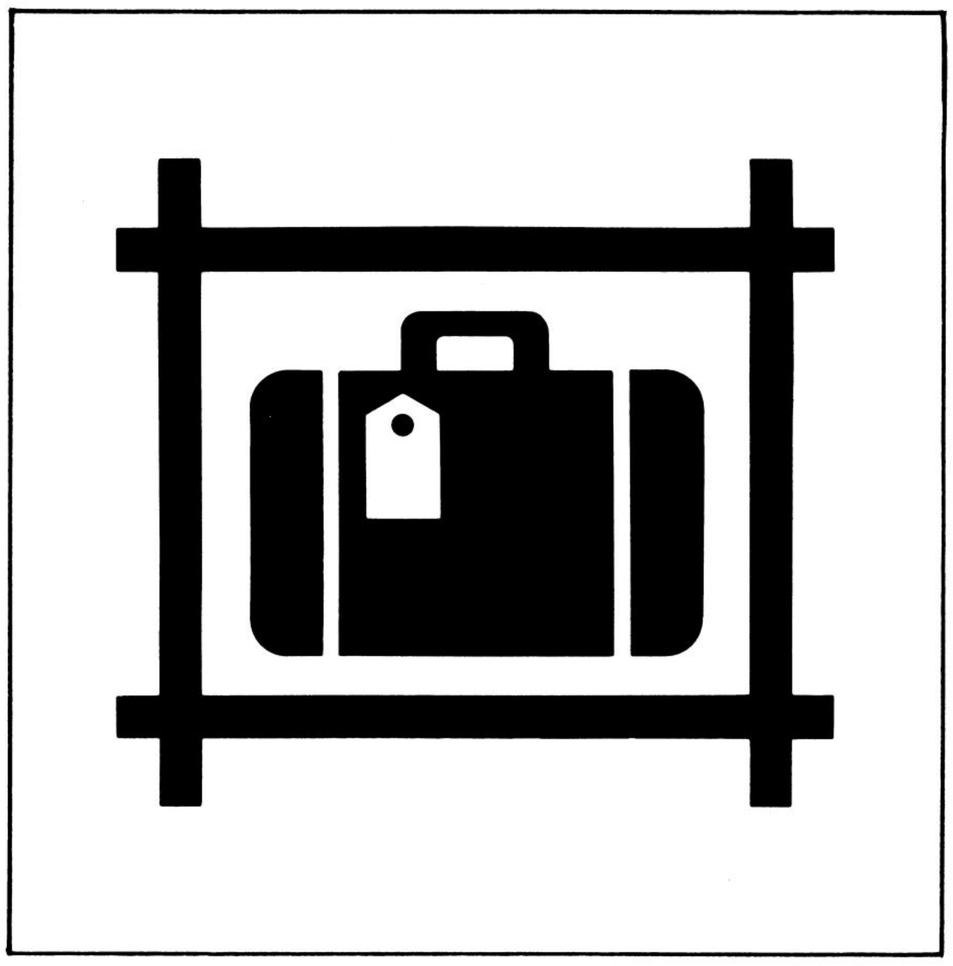


First Aid (green to BS 381C No.228)

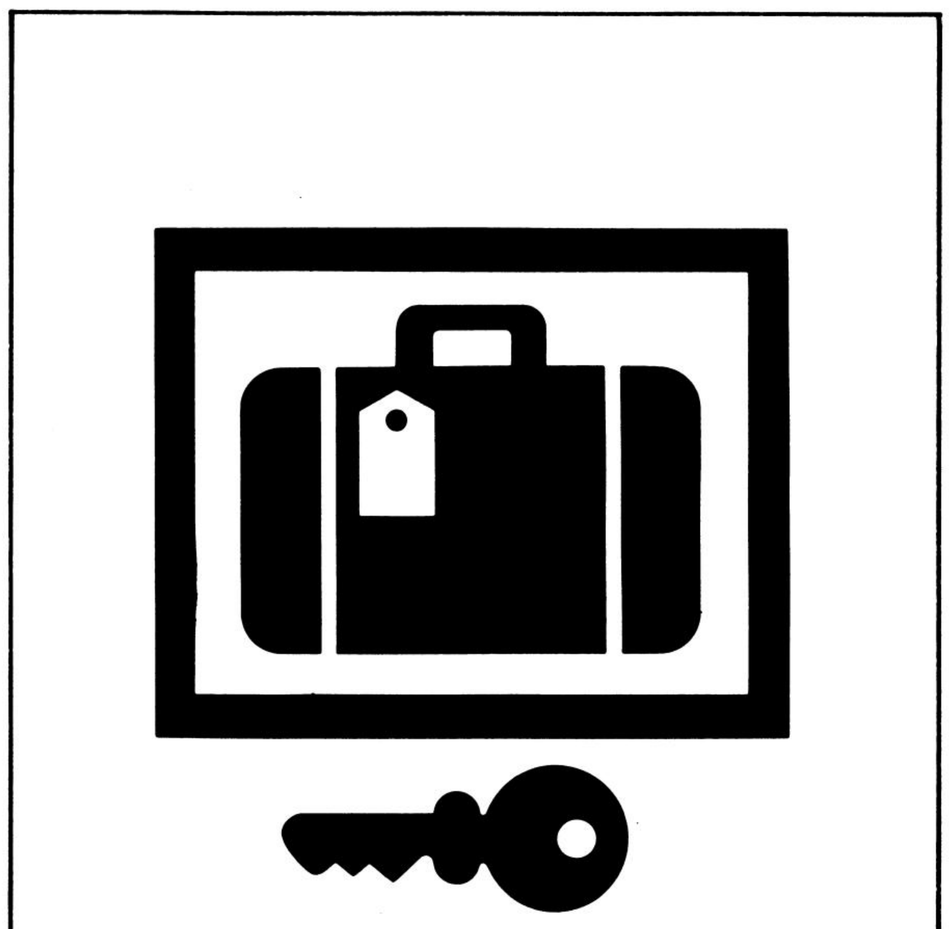
Architecture and Signposting

Pictograms

	sheet no.	3/03
	issued	Apr 1965

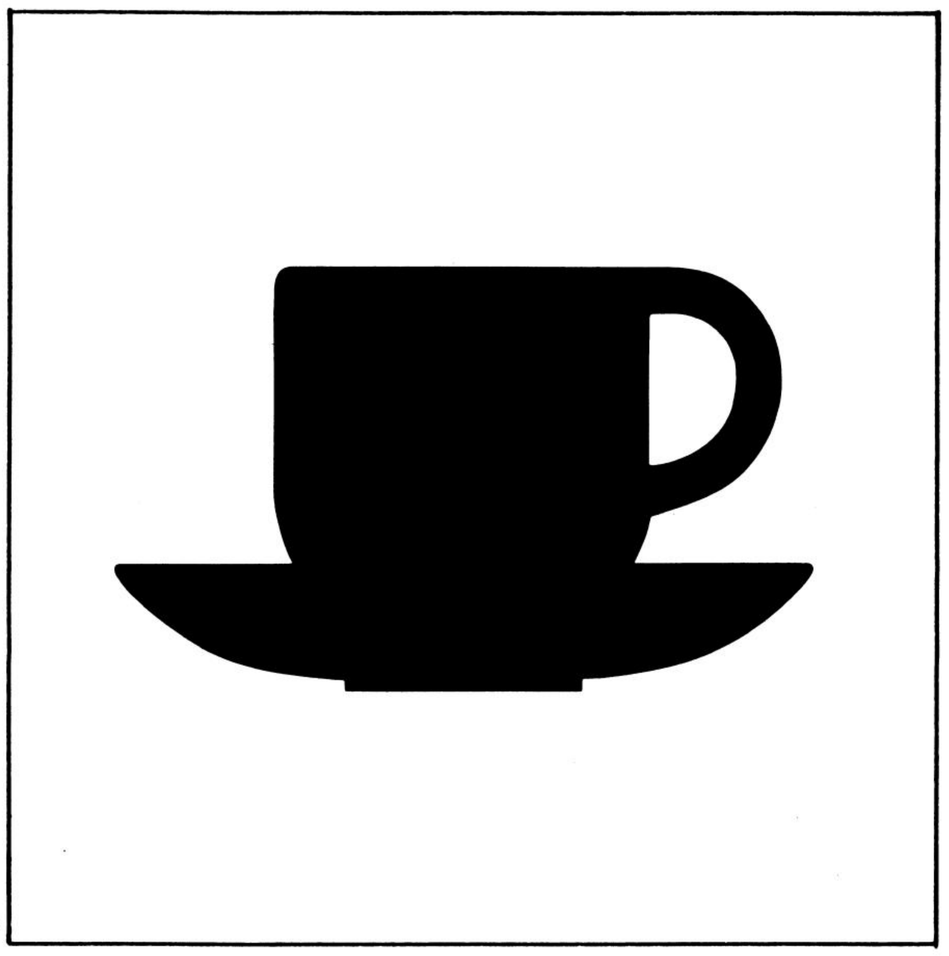


Left luggage



Luggage lockers

Telephone



Buffet

Gentlemen

Ladies

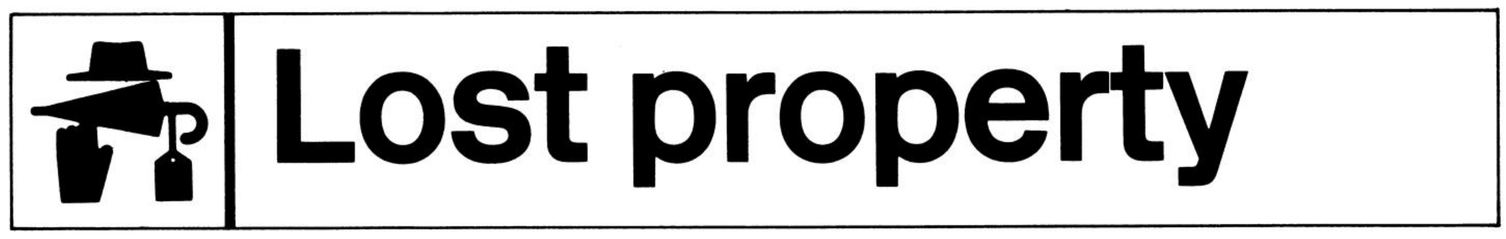
Architecture and Signposting
Location Signs with Pictograms

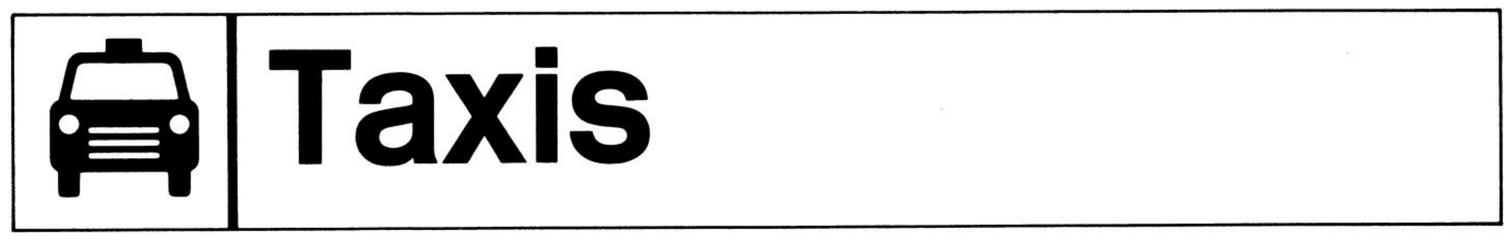
Sheet No	3/03
Issued	Dec 1985

Location Signs with Pictograms

This sheet shows the method of using pictograms on location signs within the plank sign system. The standard pictograms are shown on sheet 3/02 *et seq*, which also states restrictions on their use.

On location signs no arrow is required and standard planks of seven tiles long are used. Legends are ranged towards the end of the plank away from the wall and pictograms are placed at the same end.





Architecture and Signposting
Direction Signs with Pictograms

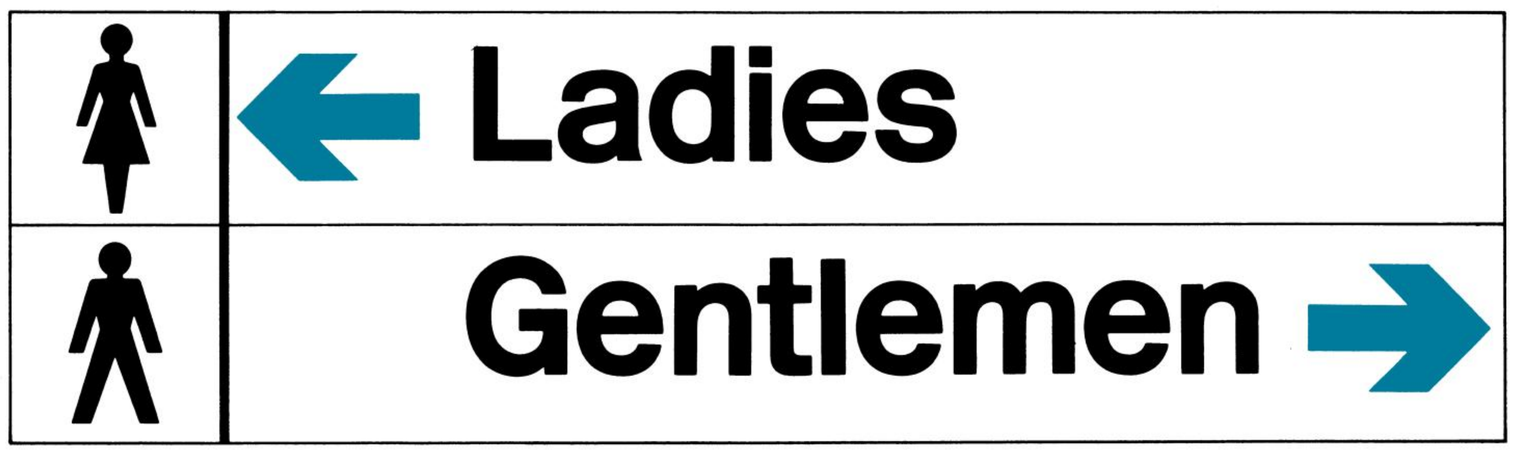
Sheet No	3/03/1
Issued	Dec 1985

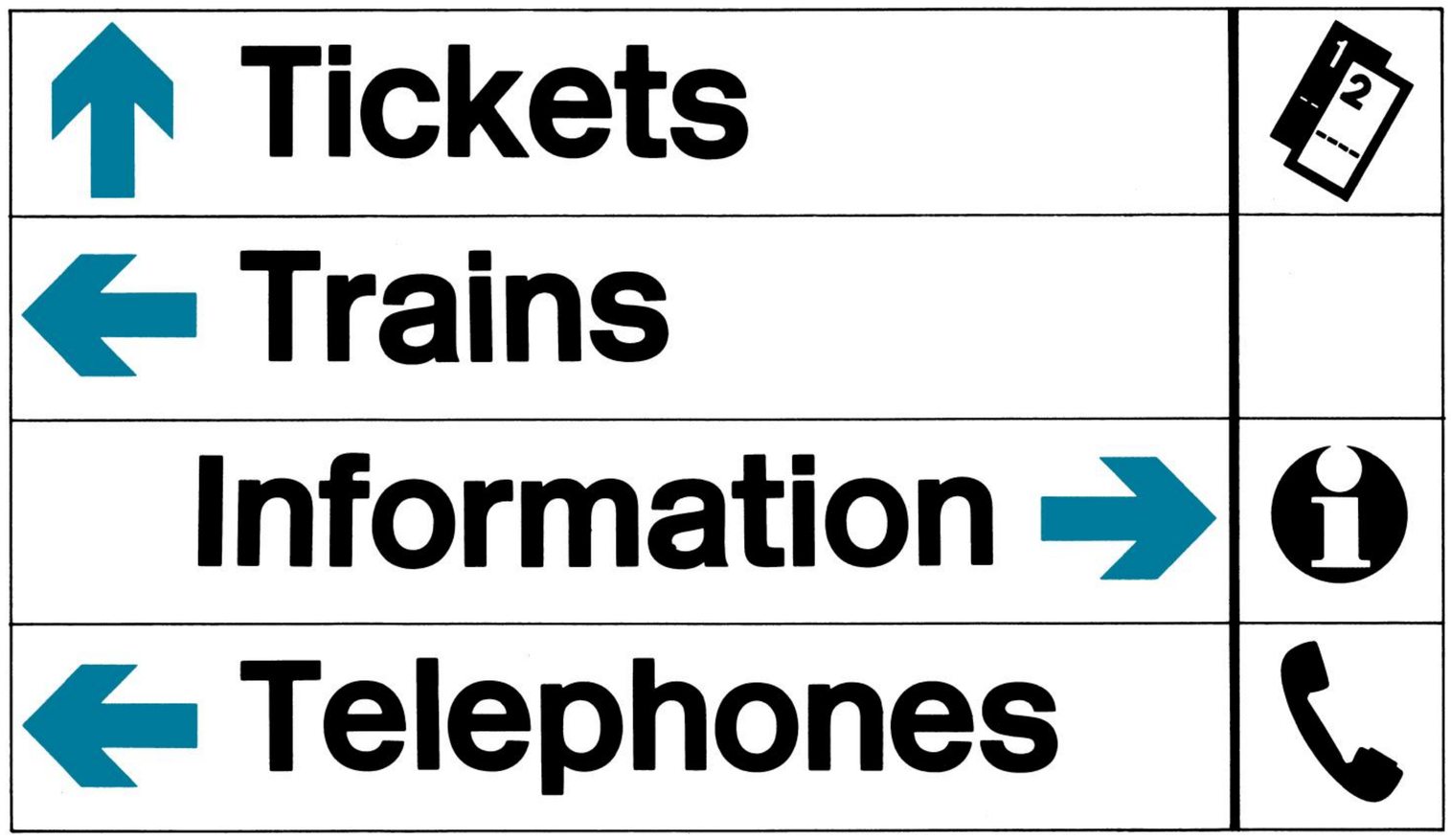
Direction signs with pictograms

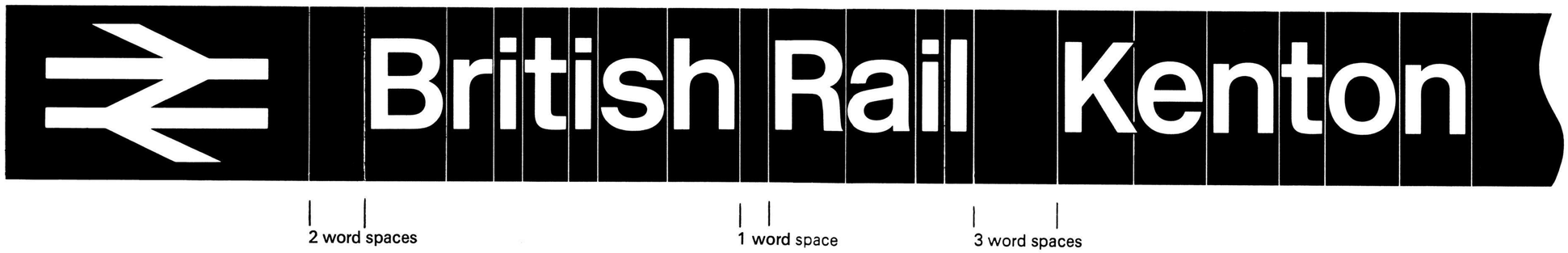
This sheet shows the method of using pictograms on direction signs within the plank sign system. The standard pictograms are shown on Sheet 3/02 *et seq*, which also states restrictions on their use.

For such direction signs, which bear arrows (as distinct from location signs which do not), planks of eight tiles long are used. Legends are in black on white and arrows in blue to BS 381C No 107.

A black vertical line separates the pictogram from the rest of the plank. In stacks or groups of planks this line appears whether or not there is a pictogram. Pictograms are always placed beneath one another in a stack of planks, at the end having the fewest arrows.







This diagram illustrates the standard spacing between symbol, logotype and station name and the relationship of the symbol and lettering to the fascia limits.

1. **Short fascias** — Where the fascia length is less than 1½ times the combined length of the symbol, logotype and station name (including spacing), the symbol panel must be positioned at the extreme left hand end of the fascia. In such cases, the remaining space at the right hand end is to be left clear.

2. **Long fascias** — Where the fascia length exceeds 1½ times the overall length of the symbol, logotype and station title (including the symbol panel), these may be centred in fascia, provided the plain area on the left of the symbol panel is not less than three word spaces.

3. **Fascias without symbol** — On facades where a projecting illuminated box sign is used the symbol will not appear on the fascia. In this case the plain area to the left of the logotype should not be less than 3 word spaces.

4. **Fascia depth** — The ratio of x height to depth of fascia is 2 : 5. In no case should the depth of the fascia be less than this ratio

5. **Spacing** — In all cases the spacing between the symbol and logotype and between the logotype and station title will remain constant as illustrated above.

Architecture and Signposting

Large name signs outside stations

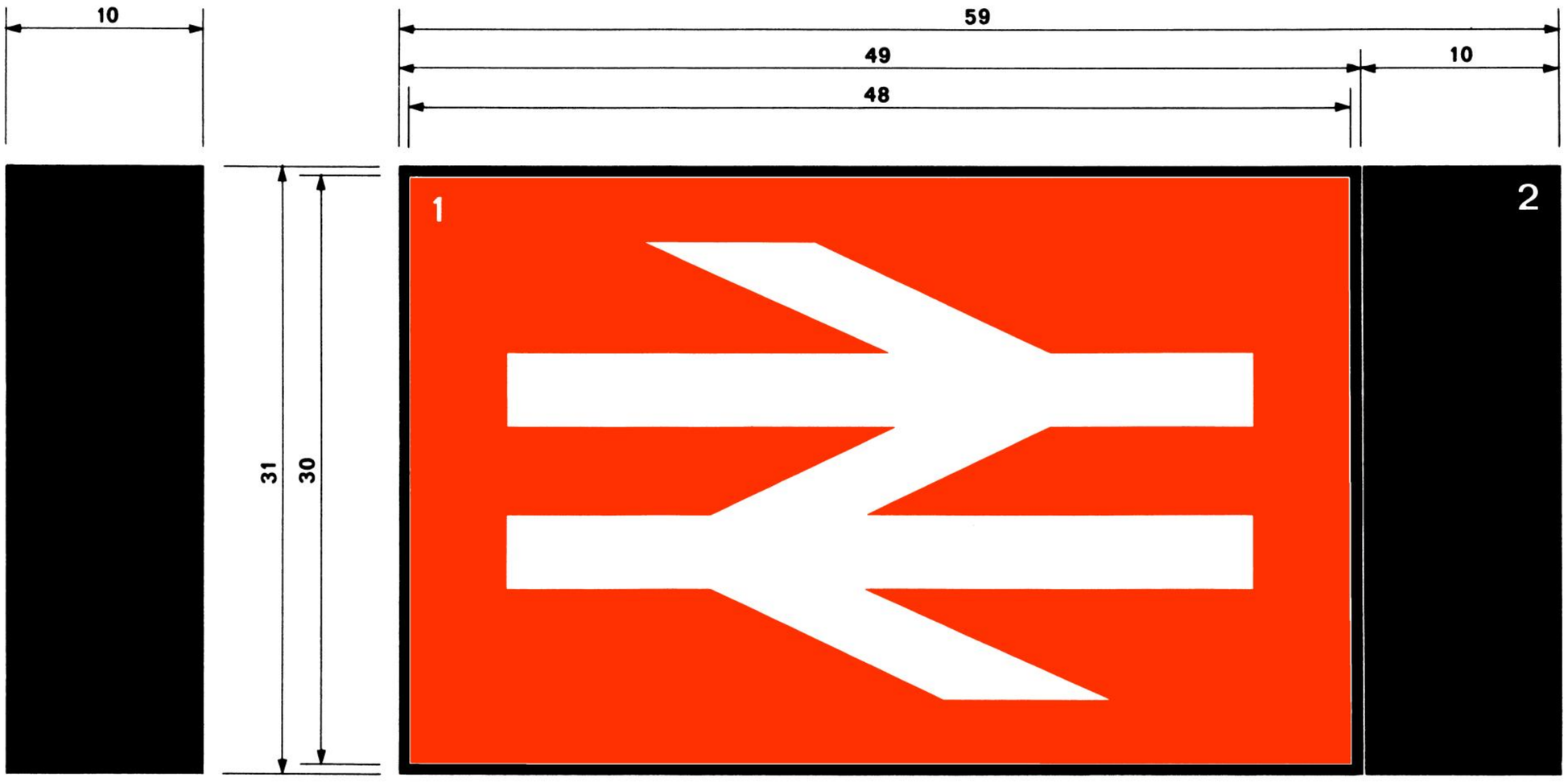
sheet no.	3/04/1
issued	Sept 1965

G3 Stacked signs with 2 and 3 lines of wording

Architecture and Signposting

Projecting Box Sign Internally illuminated

sheet no.	3/05
issued	Jan 1966



1 General

This sign is intended for mounting at right angles to walls or fascias in situations where this application will give greater prominence and ease of visibility than a sign mounted in the same plane as the wall. However, where the symbol is so used as a projecting box sign or on canopy returns, the symbol should not also appear alongside the main lettering. (Sheet 3/01/2 para 8).

2 Sizes

Overall sizes may be varied to suit particular locations but it is emphasised that the proportions of the sign must be in accordance with the diagram on this page. It is important to note that if lighting is to be by hot cathode tubes the sign should be of the minimum dimensions necessary to contain them as otherwise an undesirable shading off of light will occur towards the edges of the sign.

3 Construction

The external construction should be of rust proofed mild steel sheet, or of aluminium sheet. The sign may consist of two parts, 1 the light box and 2 the bracket casing, or it may be made as one complete unit. All brackets and fixings must be concealed by the bracket casing.
The internal construction may be varied to suit manufacturing techniques with due regard to the following factors; simplicity of installation; ease of access for inspection and maintenance of lighting gear; strength; weatherproofing.
The illuminated panels are to be 'Perspex' or similar acrylic sheet screen printed with the BR symbol.

4 Lighting & Wiring

The light source may be either hot cathode tubes or cold cathode tubes. Cold cathode tubes are initially more expensive but provide a more even illumination and have a longer life.
Hot cathode tubes are available in standard sizes and are easily replaced from stock whereas cold cathode tubes are specially made for each job and can only be replaced by ordering from the original manufacturer. Most manufacturers however will hold a limited stock of replacement tubes. There is therefore an advantage in using hot cathode tubes providing the size of the signs is correctly related to standard tube lengths (see para 2).
The colour of the light tube affects the colour of the sign and only a tube giving a white light (3500°K) should be used.
Some form of safety switch should be incorporated in the circuitry to ensure that the current is broken when access is made to the interior.

5 Colour

The light box and bracket casing are to be painted black with an eggshell or semi-matt finish. The BR symbol (Sheet 1/05 of the Corporate Identity Manual) is to appear as white on a background of BR Flame Red (I.C.I. dye no. 3016/3017.)

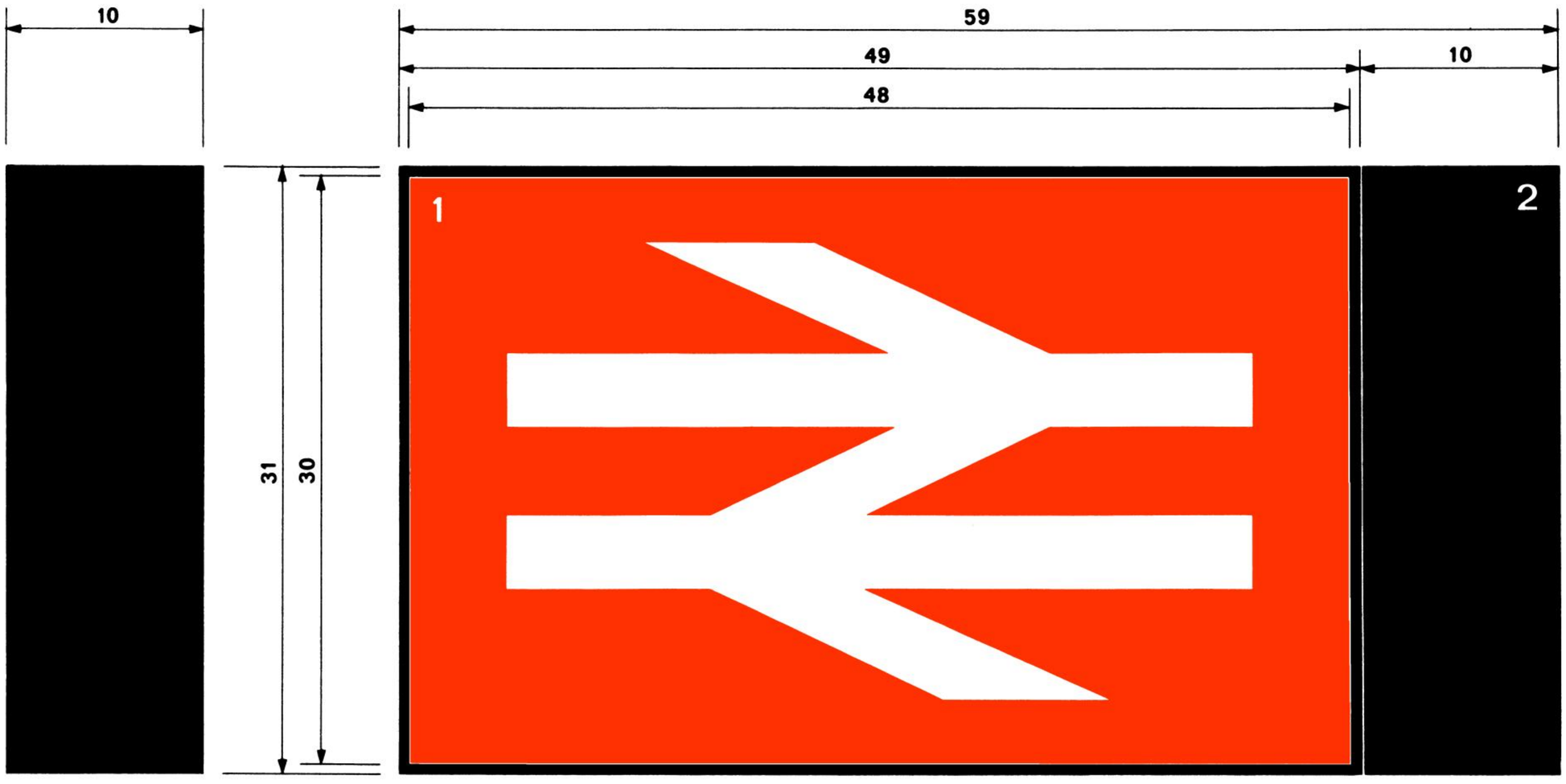
6 Planning Permission

Consent must be obtained under the relevant Town and Country Planning Acts and local byelaws.

Architecture and Signposting

Projecting Box Sign Internally Illuminated

Sheet No	3/05
Issued	Dec 1985



General

This sign is intended for mounting at right angles to walls or fascias in situations where this application will give greater prominence and ease of visibility than a sign mounted in the same plane as the wall. However, where the symbol is so used (as a projecting box sign or on canopy returns) the symbol should not appear alongside the main lettering as well as projecting at right angles.

Sizes

Overall sizes may be varied to suit particular locations but it is emphasized that the proportions of the sign must be in accordance with the diagram on this page. It is important to note that if lighting is to be by hot-cathode tubes the sign should be of the minimum dimensions necessary to contain them, since otherwise an undesirable shading off of light will occur towards the edges of the sign.

Construction

The external construction should be of rust-proofed mild steel sheet, or of aluminium sheet. The sign may consist of two parts, the light box and the bracket casing, or it may be made as one complete unit. All brackets and fixings must be concealed by the bracket casing.

The internal construction may be varied to suit manufacturing techniques with due regard to the following factors: simplicity of installation; ease of access for inspection and maintenance of lighting gear; strength; weatherproofing.

Lighting & Wiring

The illuminated panels are to be 'Perspex' or similar acrylic sheet screen printed with the BR symbol.

The light source may be either hot-cathode tubes or cold-cathode tubes. Cold-cathode tubes are initially more expensive but provide a more even illumination and have a longer life.

Hot-cathode tubes are available in standard sizes and are easily replaced from stock, whereas cold-cathode tubes are specially made for each job and can be replaced only by ordering from the original manufacturer. Most manufacturers, however, will hold a limited stock of replacement tubes. There is therefore an advantage in using hot-cathode tubes, provided the size of the signs is correctly related to standard tube lengths (see second paragraph above).

The colour of the light tube affects the colour of the sign and only a tube giving a white light (3500°K) should be used.

Some form of safety switch should be incorporated in the circuitry to ensure that the current is broken when access is made to the interior.

Colour

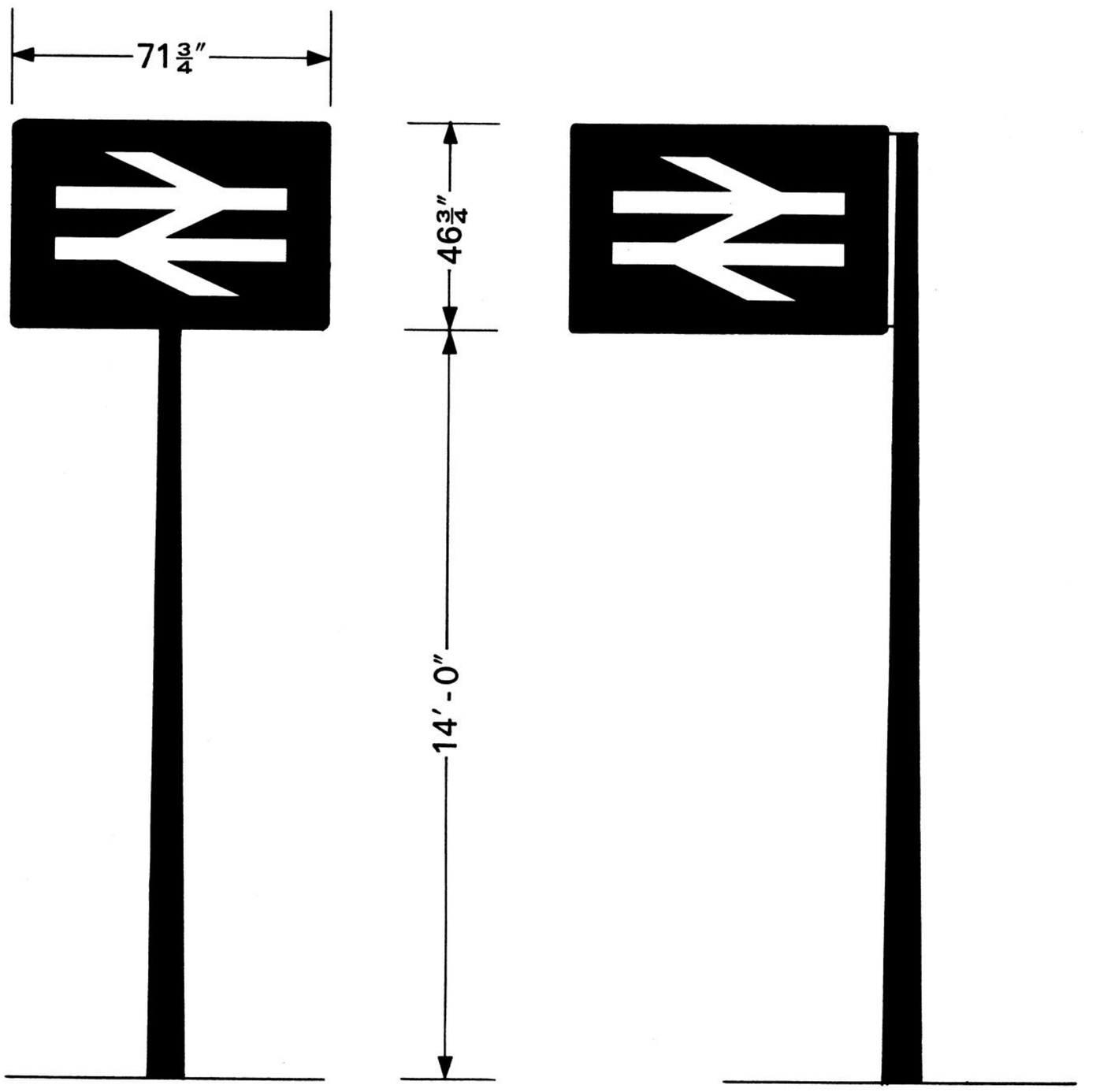
The light box and bracket casing are to be painted black with an eggshell or semi-matt finish. The BR symbol (Sheet 1/05) is to appear as white on a background of BR Flame Red.

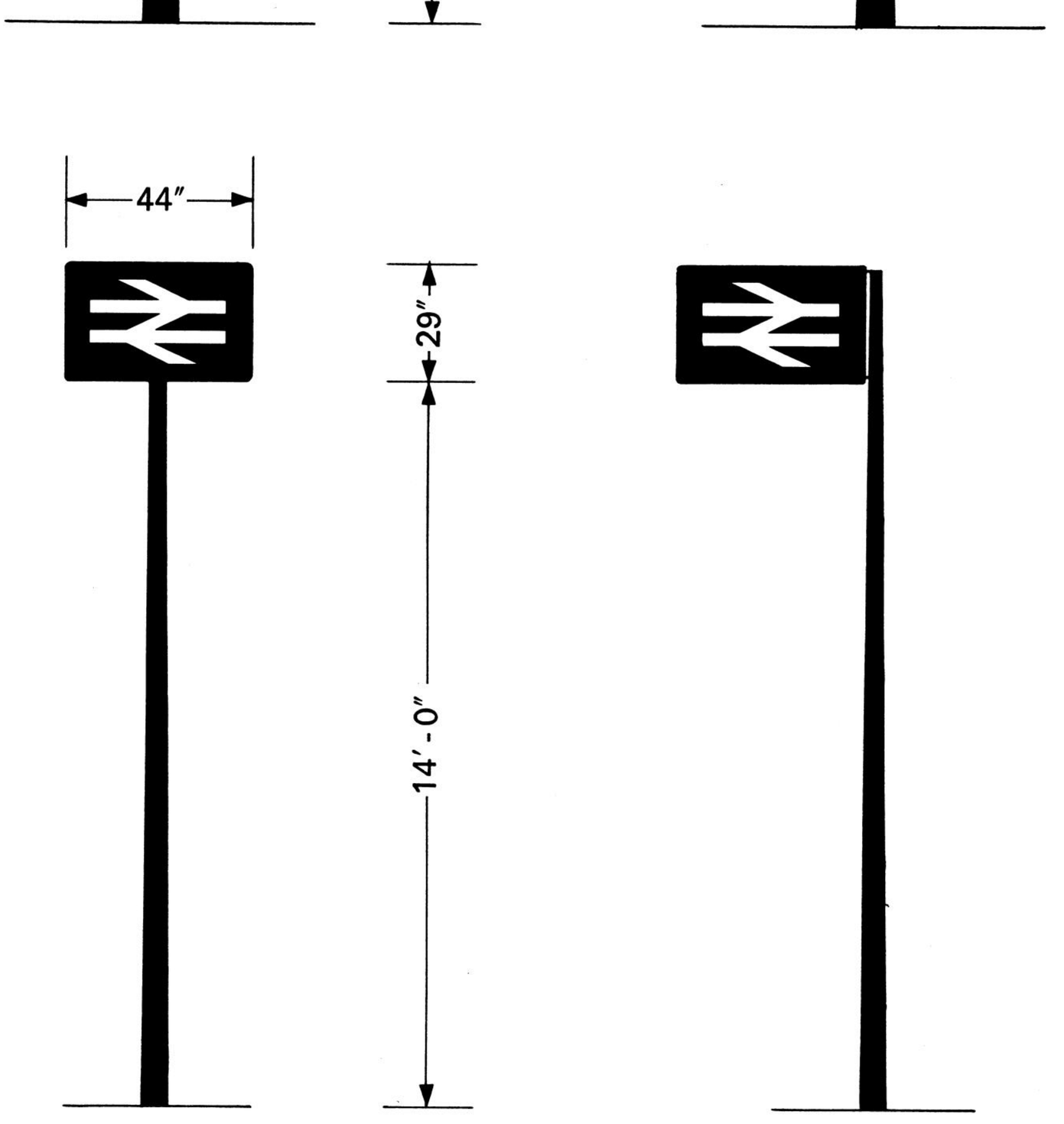
Planning Permission

Consent must be obtained under the relevant Town and Country Planning Acts and local byelaws.

Architecture and Signposting
Pole Signs

sheet no.	3/06
issued	Jan 1969





Full details of standard pole sizes for station forecourts may be obtained from Chief Architect BRB.

Station Signposting
General principles

sheet no. 3/11
issued May 1965

Preliminary
subject to revision

The new standards prescribed here for general signposting will apply to all new signs in the categories specified.

Provision is made for certain adaptions in size and layout of signs to meet differing local circumstances. Additional standard designs will be added to the manual if the need is disclosed by experience : meantime any variations of wording and layout will not be permitted without reference to the Chief Architect

In no case will the new lettering be applied to existing old signs, including those from which the enamel has been burnt off. Isolated replacements should match existing signs but new signs within an area such as a ticket office or other part of a station which is receiving a face lift should be to the new standards.

All signs will be reproduced photographically and not enlarged and cut by hand unless for temporary use.

Whilst sufficient direction signs should be provided to meet the reasonable needs of passengers, over lavish provision should be avoided in order to preserve simplicity and economy.

Signs other than door plates and fascias are to be double sided unless fixed on a wall.

1 **Lettering**

The Rail alphabet is to be used according to instructions for all new signs, see sheets nos. 1/10, 1/11 and 1/12. Copies of these sheets to larger scale may be obtained from the Chief Architect or Director of Industrial Design, British Railways Board.

All signs to be in upper and lower case lettering unless specifically authorised otherwise.

2 **Colours**

Colour coding is functional i.e. black lettering on white background for what is being sought—blue for direction implied e.g. over bridge or direction arrow—white letters on red background for warning or prohibitory—white letters on B.R. Rail blue for station names—white on black for staff and staff operational signs. See illustrated examples.

3 **Layout**

Location signs in series B1 and A (door signs) are never handed, words being always ranged left directly preceded by a word space and a square of tile depth.
Direction signs in series B1, D and E are handed according to the direction implied. Any direction may be expressed by one of the two arrows.

4 **Relative proportions**

Every sign is in proportion to the x height * of the letter, e.g. 2 (inches of x-height) : 5 (inches of tile or sign depth) : 36 (inches of sign length).
Larger and smaller signs in series are all proportional.
Both a maximum and minimum length is provided for in series A, B and D. (Maximum length for long words and minimum length for short words). See sheet no. 3/12.

5 **Single signs**

Series B2 is an alternative layout of deeper proportion provided for all single signs in series B1 and D, which are not grouped. See sheet no. 3/14/2. This series may be used in certain architectural situations where it is preferable to use a deeper proportioned sign. If this layout is chosen it should be used consistantly throughout a station or separate portion of a station.

6 **Grouped signs**

Single signs in series B1 and D are stacked and butted together. This method of composing group signs with single signs allows for flexibility. Signs should never be manufactured in a group as one sign ; this would prove costly and inflexible. See illustrated examples.

7 **Fascias**

'Small' fascias represent fascias that might occur over 'Tickets', 'Season tickets' and 'Automatic machines'. 'Large' represent signs which occur at new and reconstructed stations. All lettering to fascias must be screen printed. Raised or cutout lettering is not permitted.

Lettering should be centred on fascias both horizontally and vertically. If the fascia is excessively long, it may be necessary to repeat the wording at regular intervals. The depth of fascia should relate in proportion to the recommended letter size if possible, i.e. 4 inch x height on a 10 inch deep fascia, 3 on $7\frac{1}{2}$ and 2 on 5. Where the depth of fascia is already fixed, the recommended letter size should be used and centred on fascia.

8 **Alternative use of sizes within 'large' and 'small' stations in series**

The bold figures (see sheet no. 3/12) in series B, C, D and E are complimentary within 'small' and 'large' stations, and should if possible be used consistantly throughout a station or separate portion of one. It may however be necessary to interchange the sizes allocated to 'large' and 'small' stations where physical conditions demand a much smaller or larger sign i.e. On a large station one may need signs in the ratio of 2 : 5 : 36(30) or 3 : $7\frac{1}{2}$; 54(45) inches or on small stations one may need signs in the ratio of 4 : 10 : 72(60) inches.

In no circumstances should the standard ratio of **x** height to sign depth be changed except in series B2 and on fixed fascias.

* The 'x height' of an alphabet is what it says, i.e. the height of the lowercase 'x'.

Series			Large stations (or areas) x height	sign depth	sign length	Small stations (or areas) x height	sign depth	sign length		reference sheet number
A	**Door signs**		**1**	**2½**	**15 18 21**	**1**	**2½**	**15 18 21**	For 1 line of lettering	3/13 to 3/13/2
			"	**5**	"	"	**5**	"	For 2 lines of lettering	3/13/1 3/13/2
B1	**Location signs and Direction signs**		**4**	**10**	**60 72 84**	**3**	**7½**	**45 54 63**	For 1 line of lettering	3/13 to 3/14/1 3/14/3 3/14/4
			"	**20**	"	"	**15**	"	For 2 lines of lettering	
	Alternative size		6	15	90 108 126	2	5	30 36 42	For 1 line of lettering	
			"	30	"	"	10	"	For 2 lines of lettering	
B2	Alternative layout for single hanging signs in series B1 and D i.e. Signs not grouped		**4**	**20**	**60 72 84**	**3**	**15**	**45 54 63**	For both 1 and 2 lines of lettering	3/14/2
			6	30	90 108 126	2	10	30 36 42		
C	**Internal fascia signs**	Large	**4**	**10**	–	**3**	**7½**	–		3/15
		Small	2	5	–	2	5	–		
D	**Platform number direction signs** which hang in a group of signs or have more than 5 numerals		**4**	**10**	**60 72 84**	**3**	**7½**	**45 54 63**	Numerals are in proportion to the x-height	3/17
			6	15	90 108 126	2	5	30 36 42		
			num. height	sign depth	sign length	num. height	sign depth	sign length		
E	**Platform number directions signs** which hang separately and have 5 numerals or less		**9**	**15**	**72**	**6¾**	**11¼**	**54**	For signs with 4 or 5 numerals and 1 arrow	3/17
			"	"	**72**	"	"	**54**	For signs with 2 numerals and 2 arrows both pointing in opposite directions	
			"	"	**60**	"	"	**45**	For signs with 2 or 3 numerals and 1 arrow	
			"	"	**36**	"	"	**27**	For signs with 1 numeral and 1 arrow	
F	**Platform number location signs**		**12**	**20**	**20**	**9**	**15**	**15**		3/16
			"	"	24	"	"	18	For numerals over 19	
			x height	sign depth	sign length	x height	sign depth	sign length		
G1	**Small name signs**		**4**	**10**	Length appropriate to wording	**3**	**7½**	Length appropriate to wording		3/18
	Alternative size		3	7½		2	5			
G2	**Large name signs** on platforms		**10**	**25**	"	**8**	**20**	"		3/18/1
G3	**Large name signs** on external station facades		**12**	**30**	"	**10**	**25**	"	For 1 line of lettering	3/04
	Large name signs outside stations i.e. Signs which will not go in one line on station facades		"	**60**	"	"	**50**	"	For 2 lines of lettering	3/04/1
			"	**84**	"	"	**70**	"	For 3 lines of lettering	
	These letter-sizes in series G3 are a basic guide to the legibility required for external station names. They may however vary in size according to the station facade or building. If so the relationship of x height to sign depth, on a fascia sign, should remain in the ratio of 2:5.									
H	**Multi-worded signs**		**1**	–	**18 21**	**1**	–	**18 21**	The depth of the sign will be determined by the number of lines of wording into which the message breaks down.	3/19
			1½	–	27 31½	1½	–	27 31½		
			2	–	**36 42**	**2**	–	**36 42**		

*Where possible, three standard lengths for signs have now been established for each relative x-height and sign depth. (Previous manual pages show signs in two lengths only.) The choice of the length of the sign will be governed by the length of the word or message, or the space allowed for the sign. However, when a short word occurs in a group of signs carrying a long word, it should then go on the length chosen to accommodate the longest word or words in that group.

*See dyeline manual on sign layout.

issued Sept 1965
sheet no. 3/12

Station signposting
Standard wording and layout

sheet no. 3/13
issued May 1965

Preliminary subject to revision

General

The following signs represent the basic layout for series A and B1 and the standard wording for series A, B and C.

Words which normally appear stacked in series A and B should go in one line in series C (fascias), where there is the room to do so.

Station signposting

Standard wording and layout

sheet no. 3/13/1

issued May 1965

Preliminary subject to revision

Information

Ladies

Ladies room

Ladies waiting room

Left luggage

Parcels

Post Office

Refreshments

Reservations

Restaurant

Station Manager

Station signposting

Standard wording and layout

sheet no. 3/13/2

issued May 1965

Preliminary subject to revision

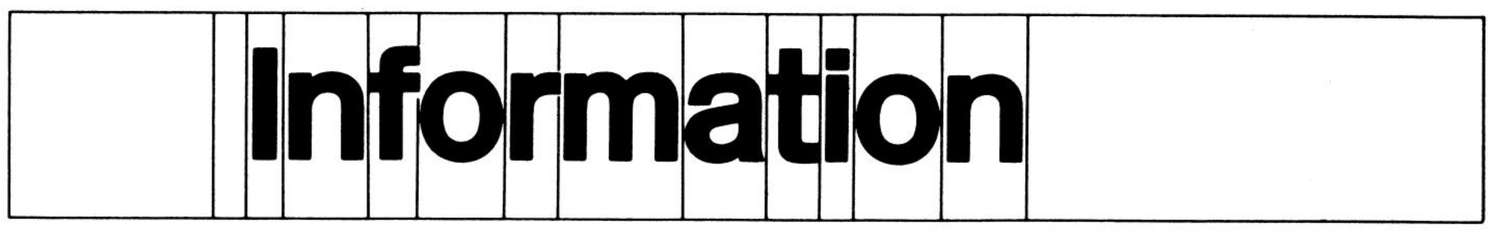
Station Master
Taxis
Taxis Cars
Telegrams
Telephones
Ticket office
Tickets
Toilets
Trains
Underground
Waiting room
Way out

Station signposting
Method of assembly

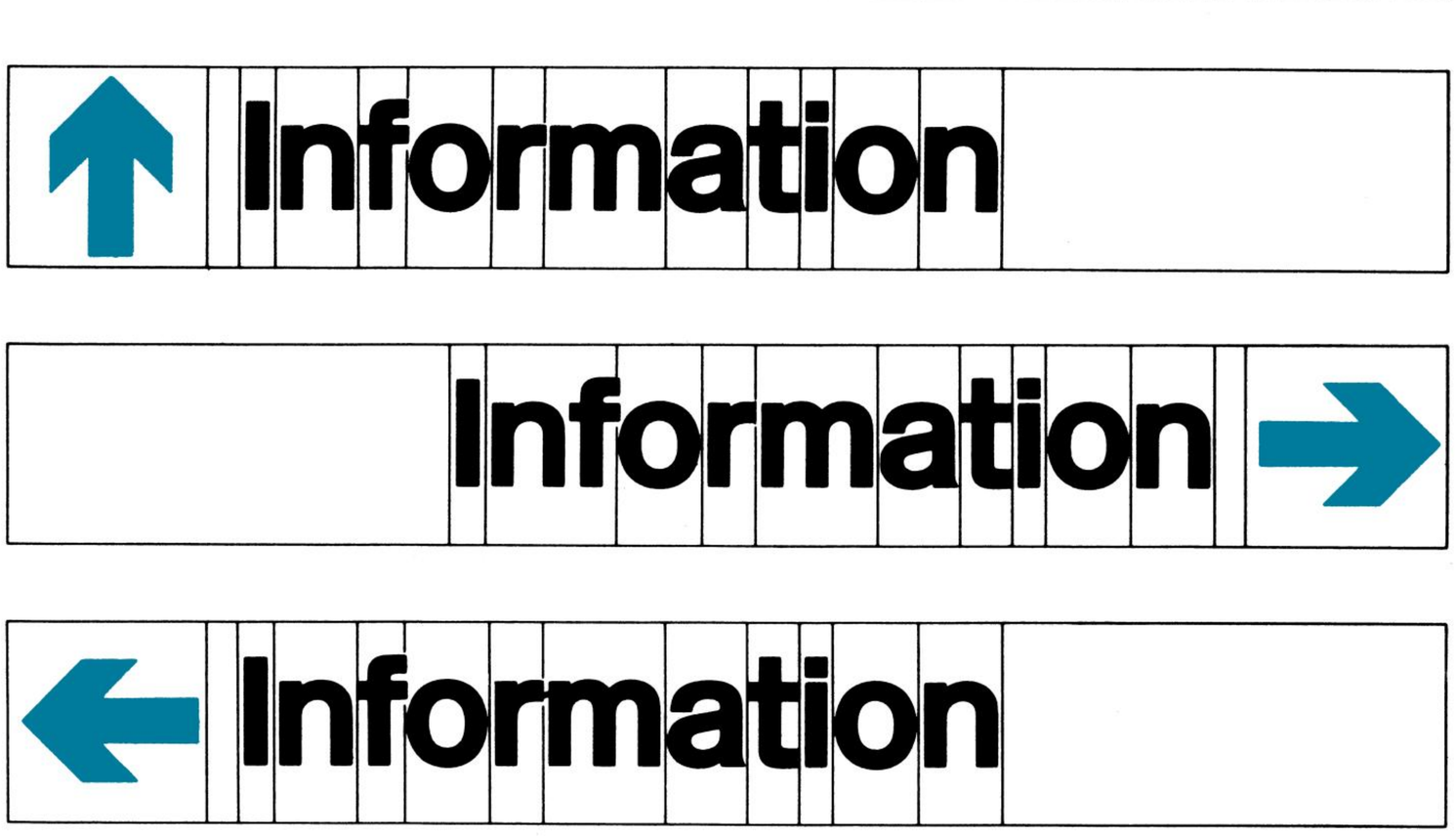
sheet no.	3/14
issued	May 1965

Preliminary subject to revision

A, B1 Location signs

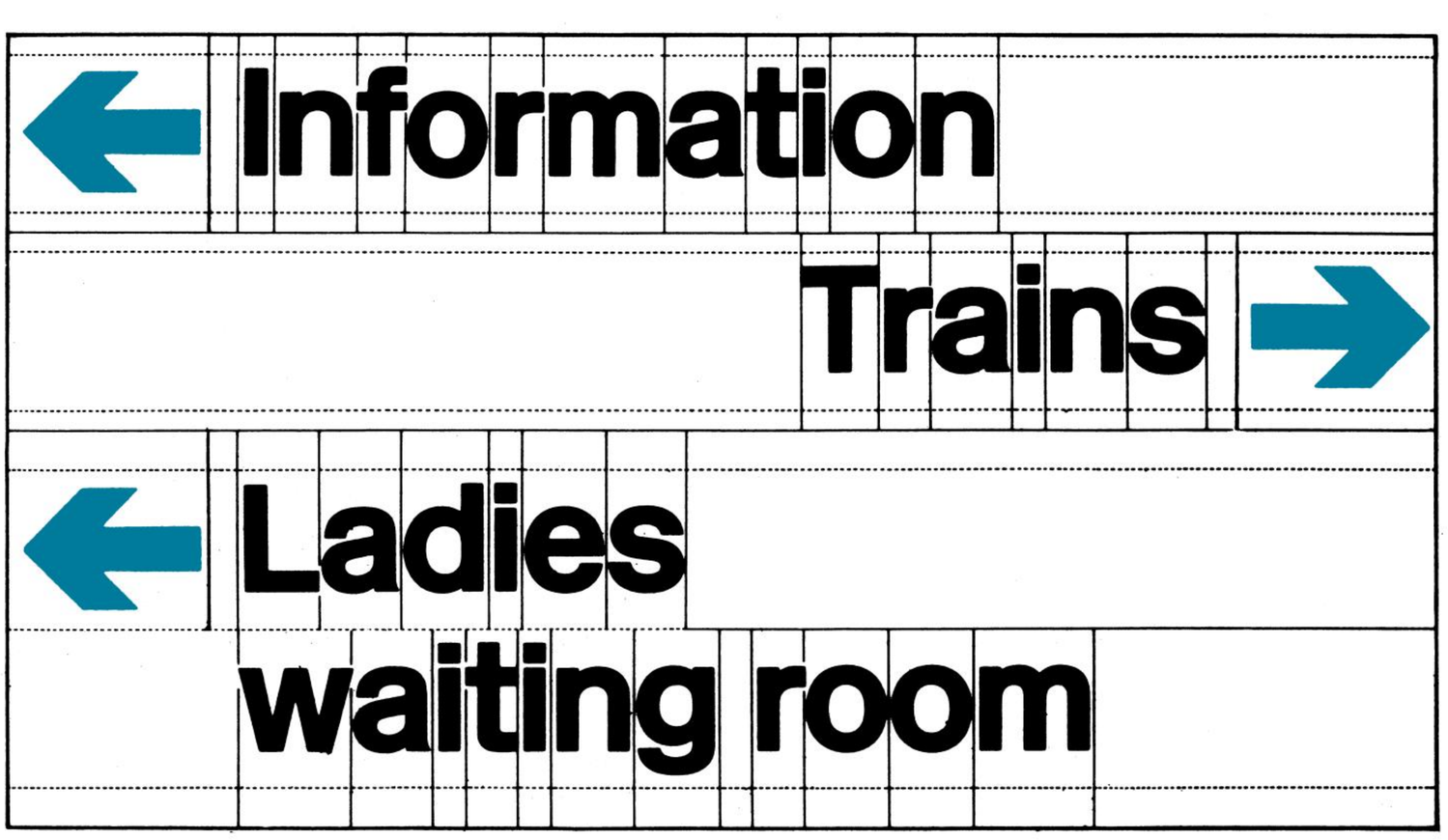


B1 Direction signs



B1 Group signs
Maximum length

Method of spacing for stacked words



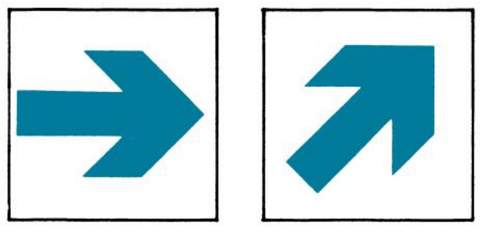
Group signs
Minimum length

Station Signposting
Principles for Use of Arrow

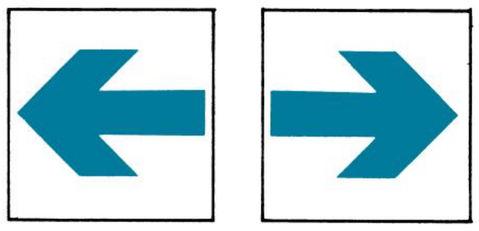
Sheet No	3/14
Issued	Dec 1985

General Principles

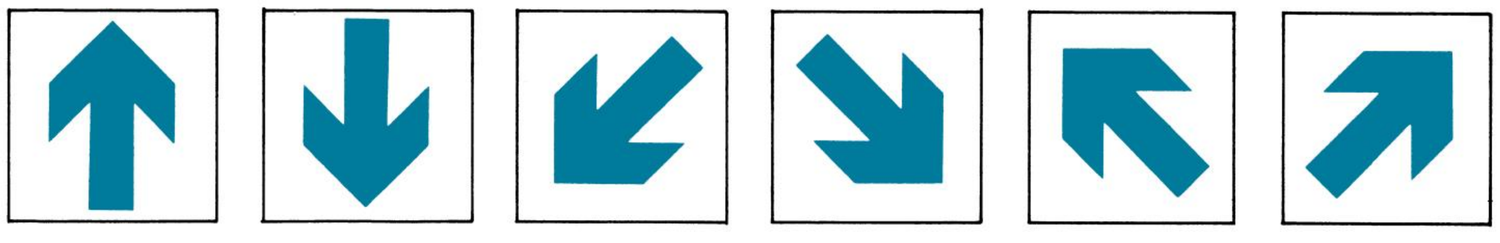
Direction signs are handed according to the direction implied. Any direction may be expressed by one of the two arrows. The arrow should always be followed by a word space, then the message. The arrow precedes the message for all left-handed signs and follows the message for all right-handed signs. The direction implied by the arrow will be determined by correct siting of the sign.



These two arrows may be used to express any of the following directions



Left **Right**



Up
Straight on
Upstairs

Down
Downstairs

Left downstairs
Left

Right downstairs
Right

Left upstairs
Left
Half left

Right upstairs
Right
Half right

Single words

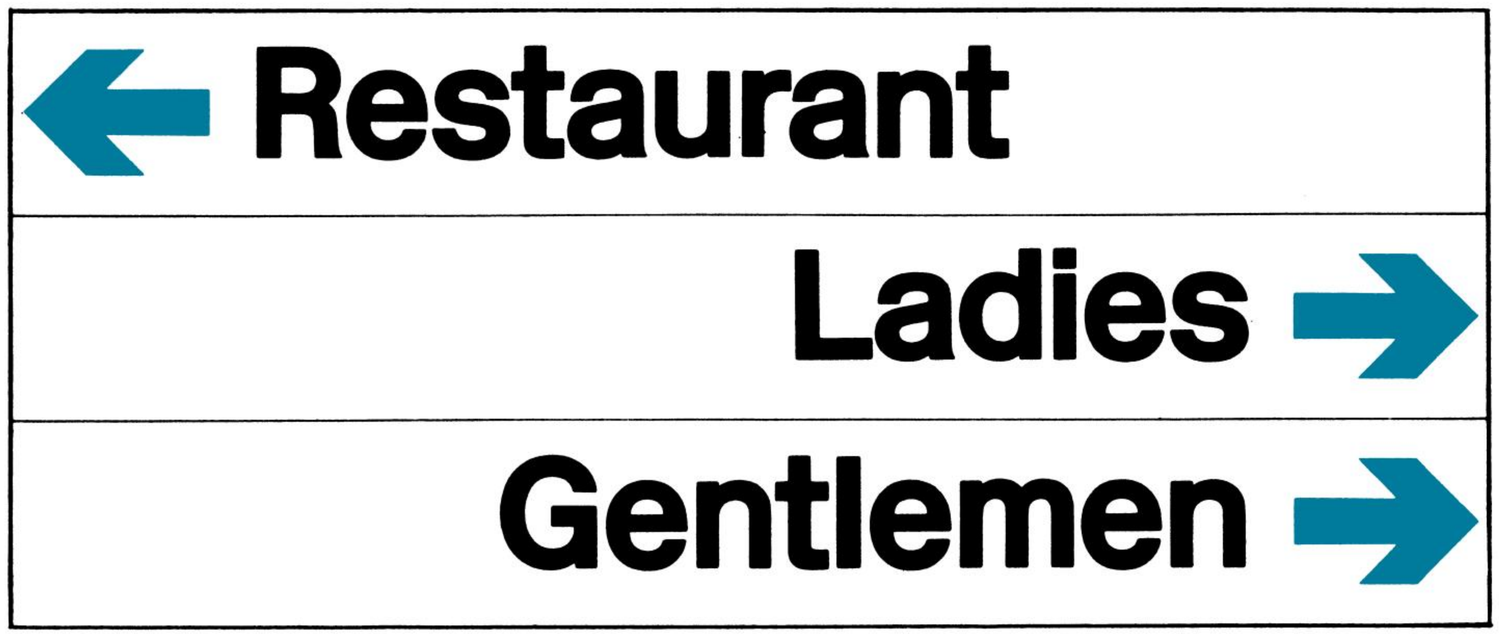
Stacked words

Station signposting
Method of assembly

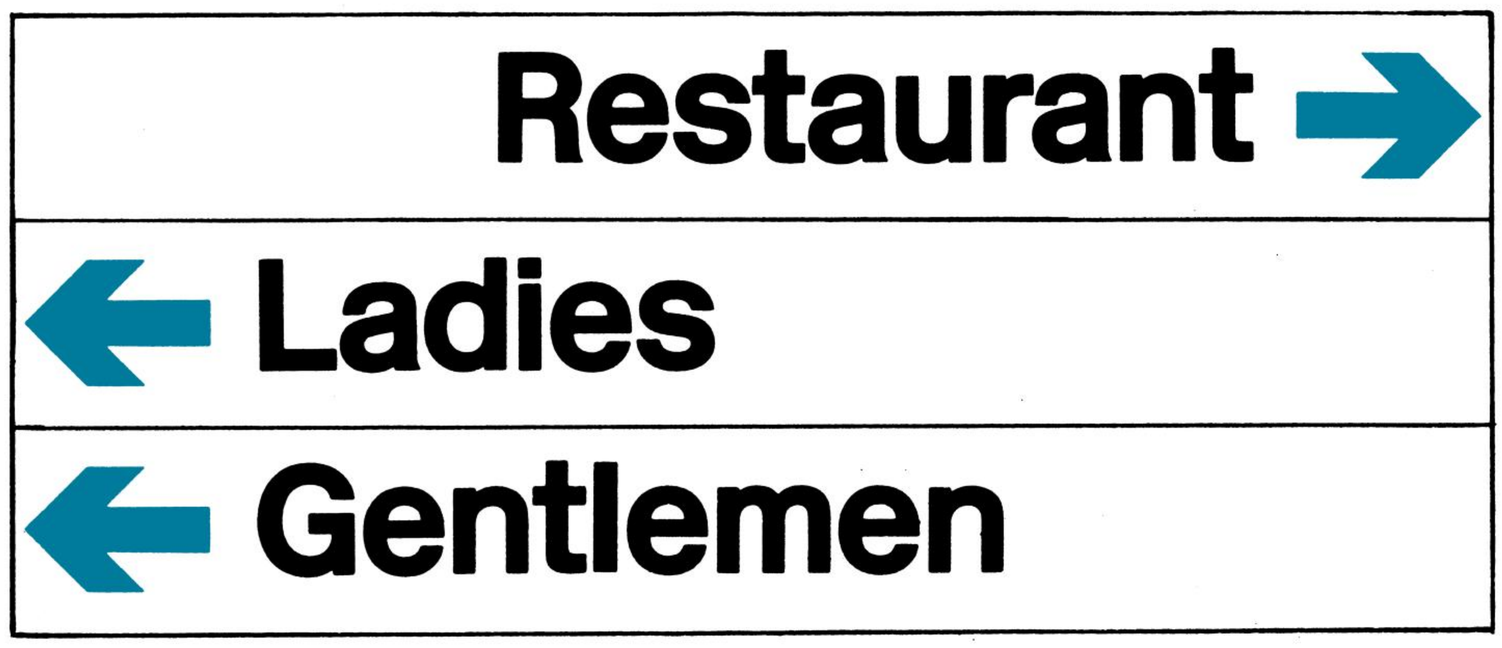
sheet no. 3/14/1
issued May 1965

Preliminary
subject to revision

B1 **Group sign**
Double sided



front



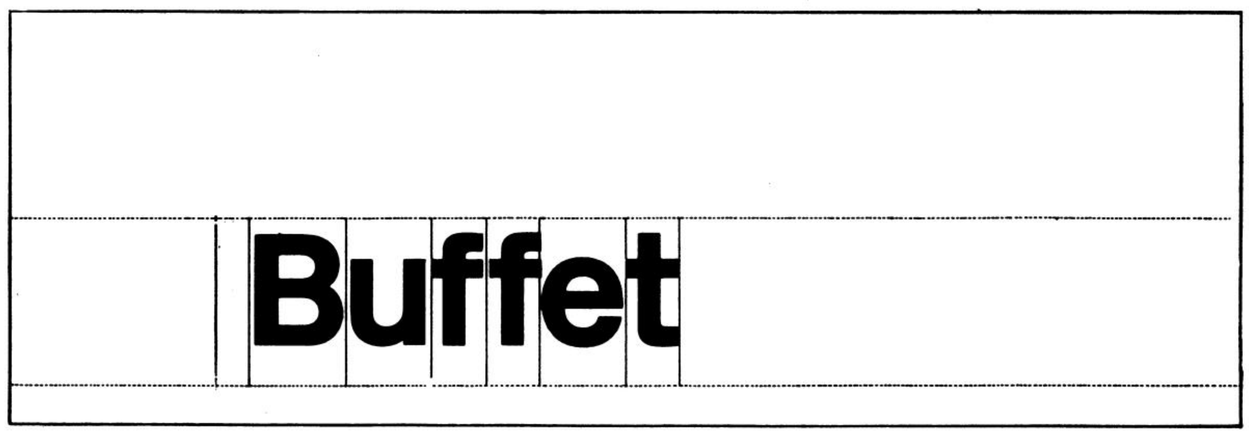
back

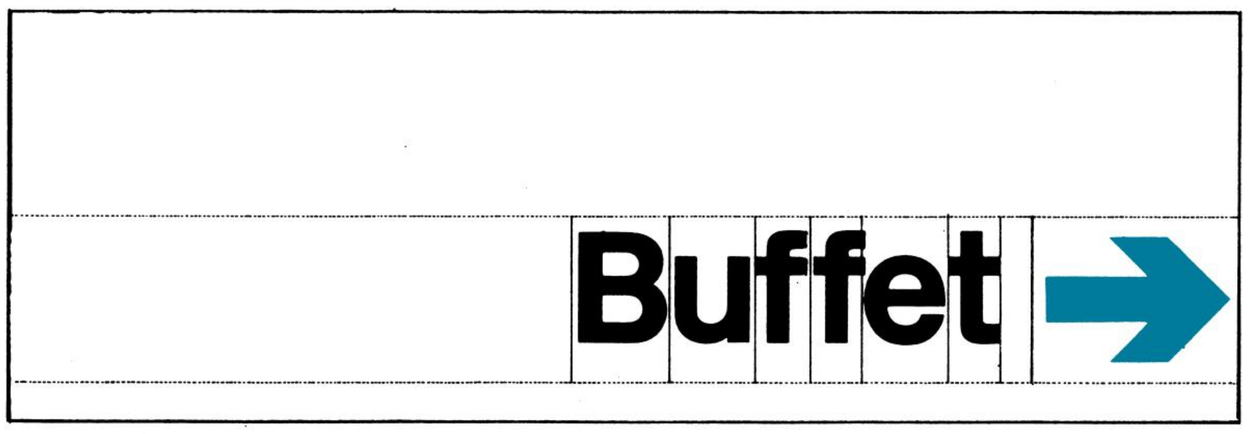
Station signposting
Method of assembly

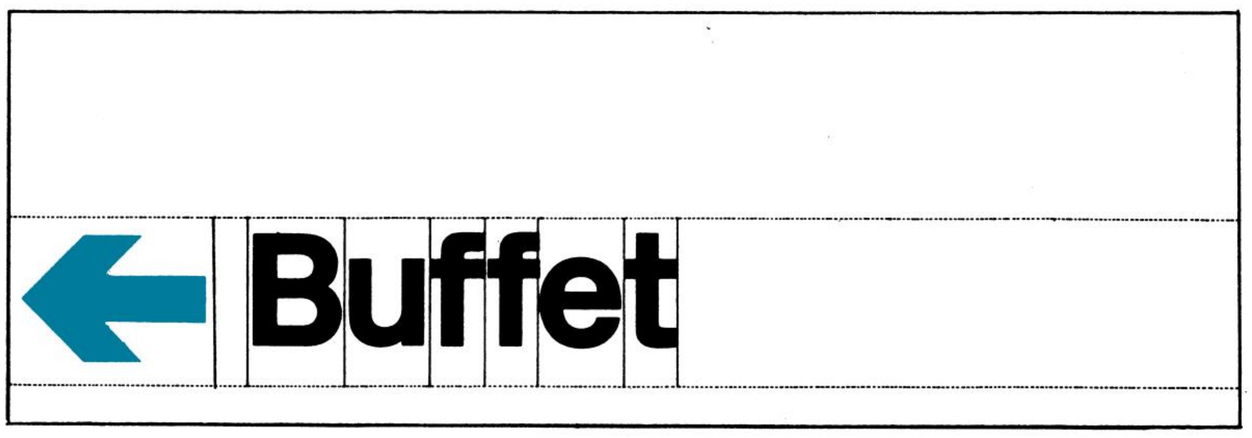
sheet no. B/14/2
issued May 1965

Preliminary subject to revision

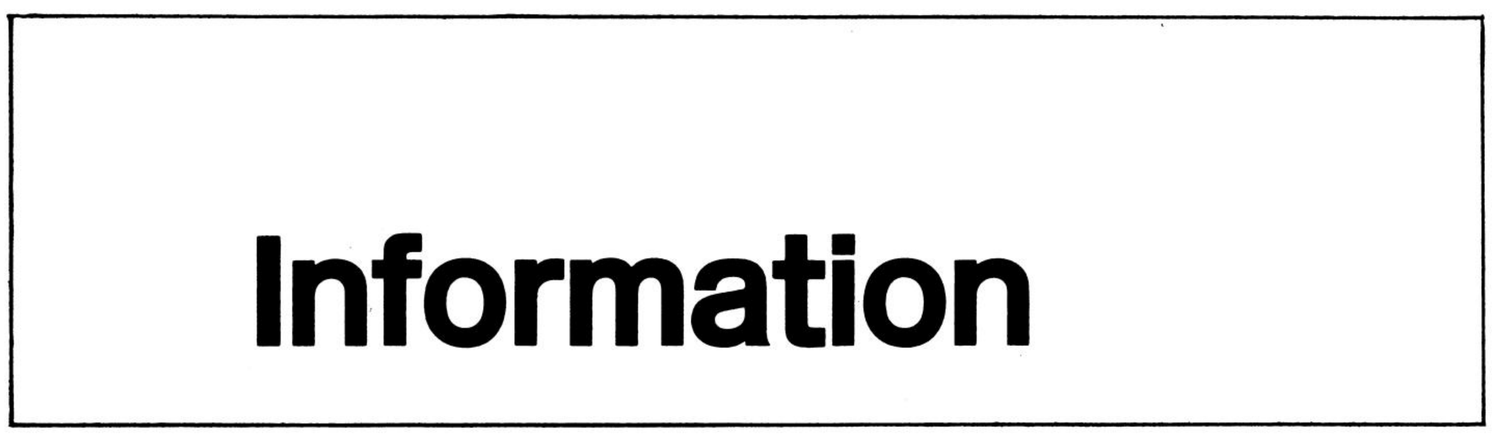
B2 Minimum length

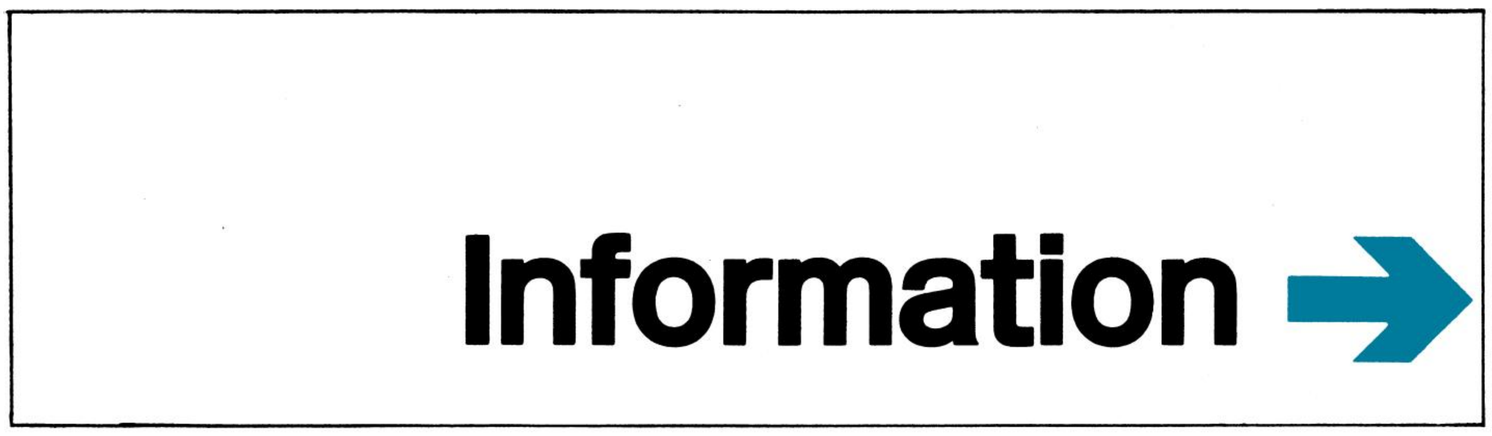






Maximum length

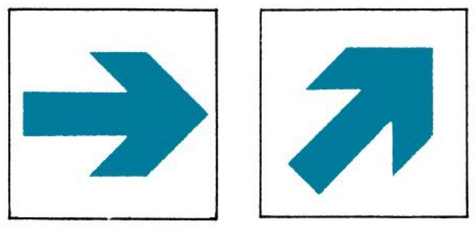




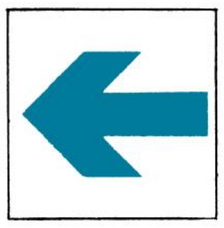
Station signposting
Principles for use of arrow

sheet no.	3/14/3
issued	Sept 1965

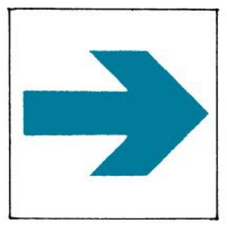
Direction signs are handed according to the direction implied. Any direction may be expressed by one of the two arrows. The arrow should always be followed by a word space then the message. The arrow precedes the message for all left-handed signs and follows the message for all right-handed signs. The direction implied by the arrow will be determined by correct siting of the sign.



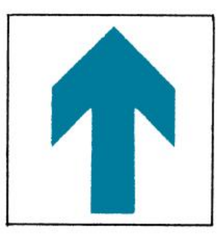
These two arrows may be used to express any of the following directions



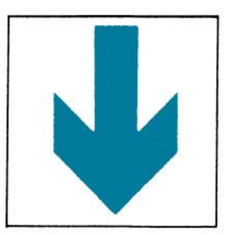
Left



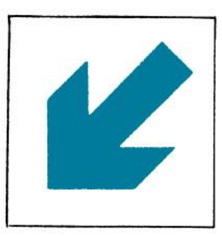
Right



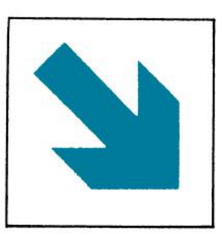
Up
Straight on
Upstairs



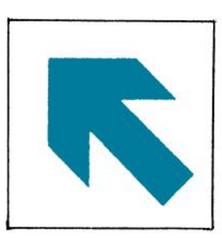
Down
Downstairs



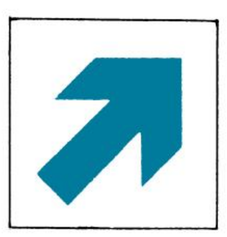
Left downstairs
Left



Right downstairs
Right

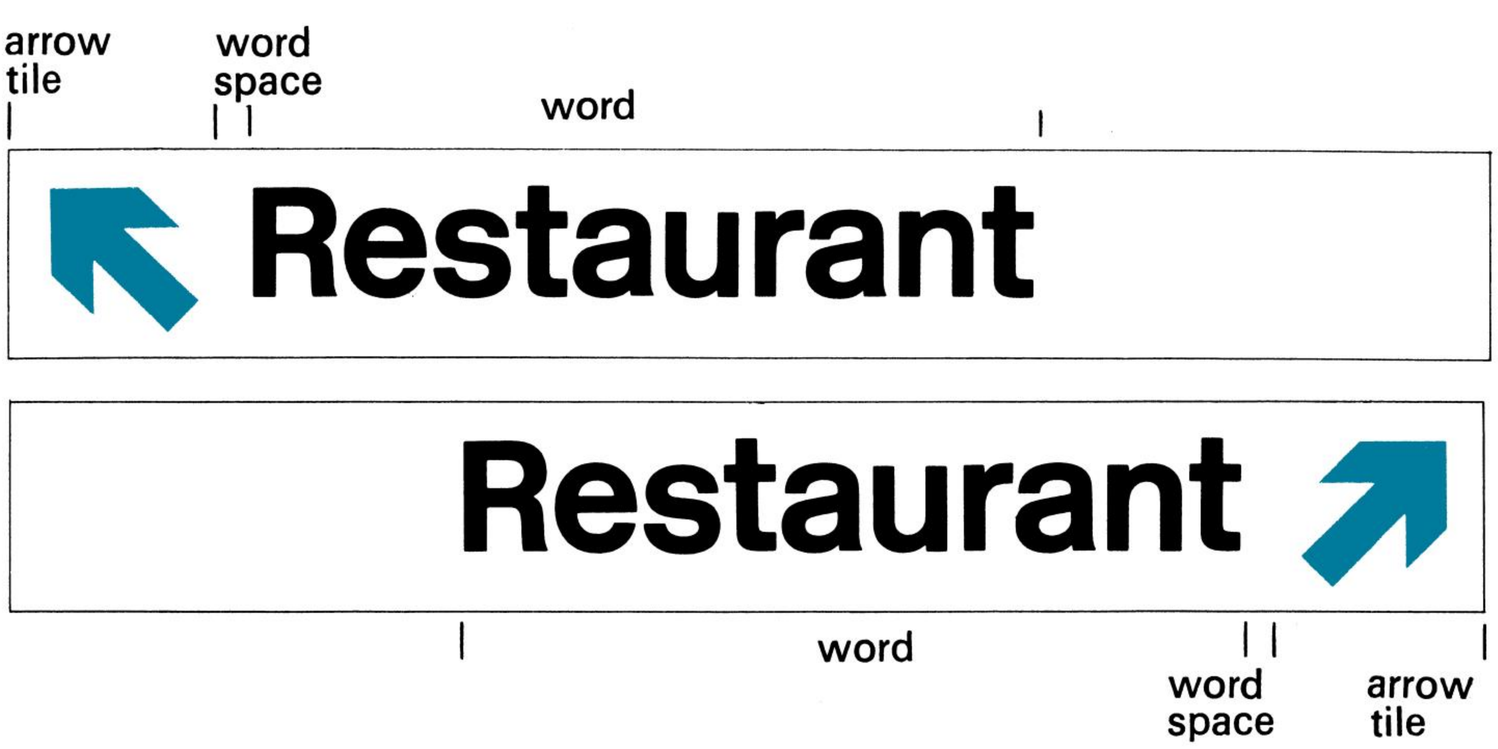


Left upstairs
Left
Half left



Right upstairs
Right
Half right

Single words



Stacked words

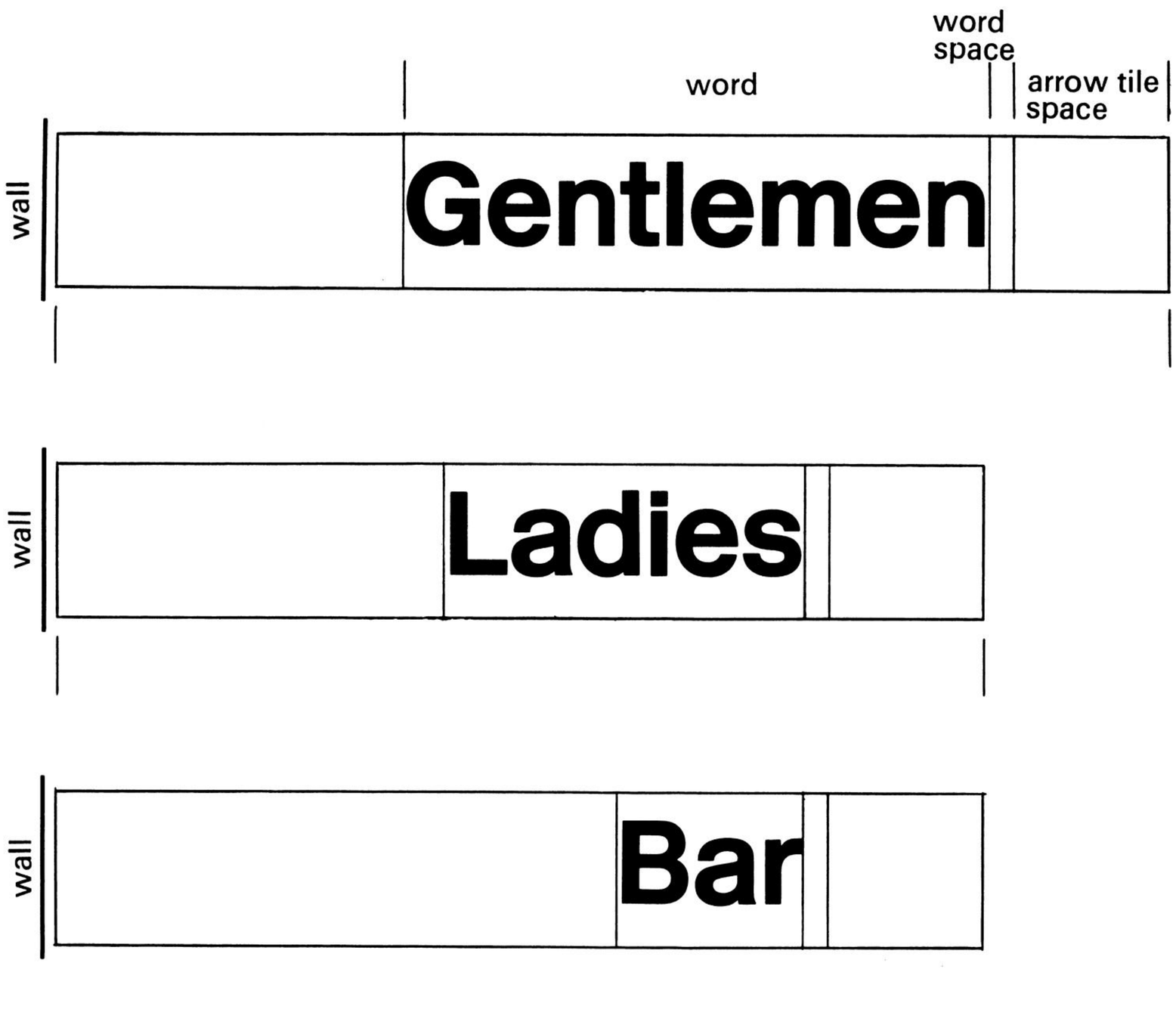
Station Signposting

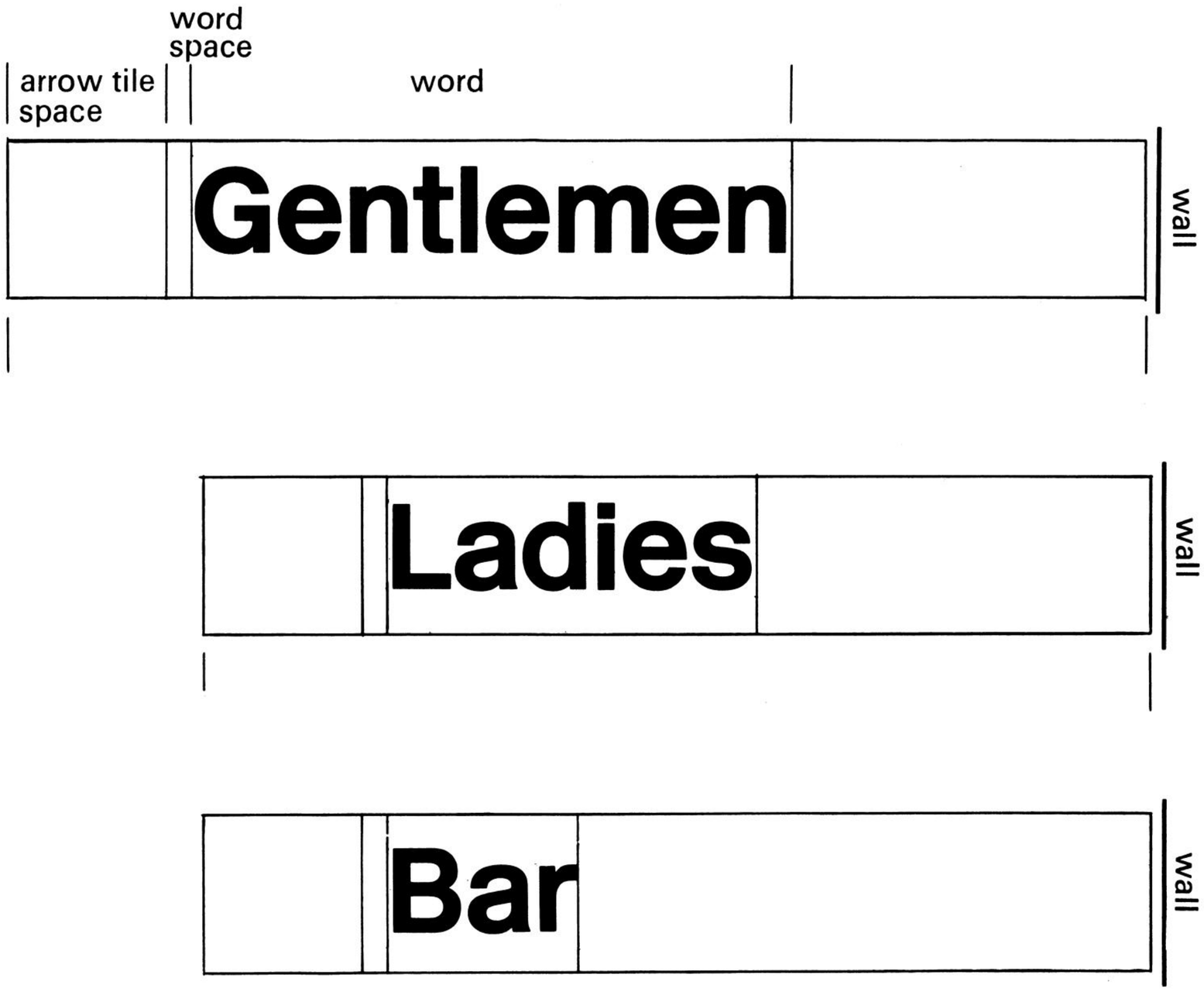
Wall-bracket signs

	sheet no.	3/14/4
	issued	Nov 1965

On signs with one end bracketed to the wall, the word should be placed at the end furthest from the wall.

Series B (Location signs)





See sheet 3/12 for x-ht and sign dimensions.

C **Fascias** Where possible fascias should be the tile depth of the letter used.

Left luggage	No entry	Information

Left luggage	No entry	Information

tile height

When fascias are deeper than the letter tile used the tile should be centred vertically on the space.

Automatic machines			
Confectionery	Tea	Coffee	Fruit

Sub-headings should be two-thirds the size of the related main heading if possible.

Tickets	Tickets

14 word spaces 14 word spaces

When a fascia is exceptionally long, the word may be repeated at both ends.
Allow for 14 word spaces at the beginning and end of fascia.

See sheet 3/12 for x-ht and sign depths.
The B.S. colour reference number for all prohibitory signs is 0-005.

Station signposting

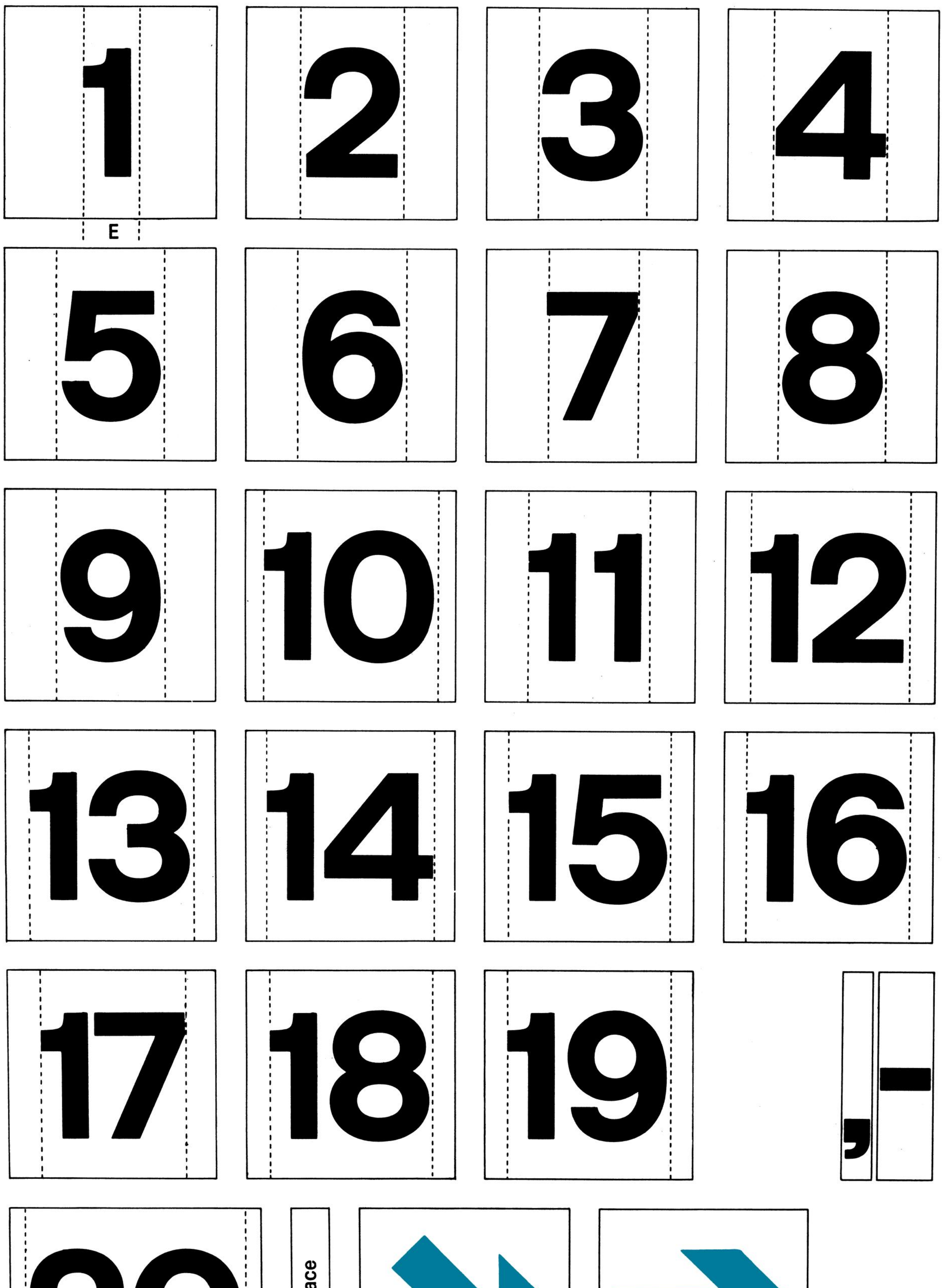
Standard spacing for platform number signs in series E and F

sheet no. 3/16

issued May 1965

Preliminary subject to revision

F



Station signposting

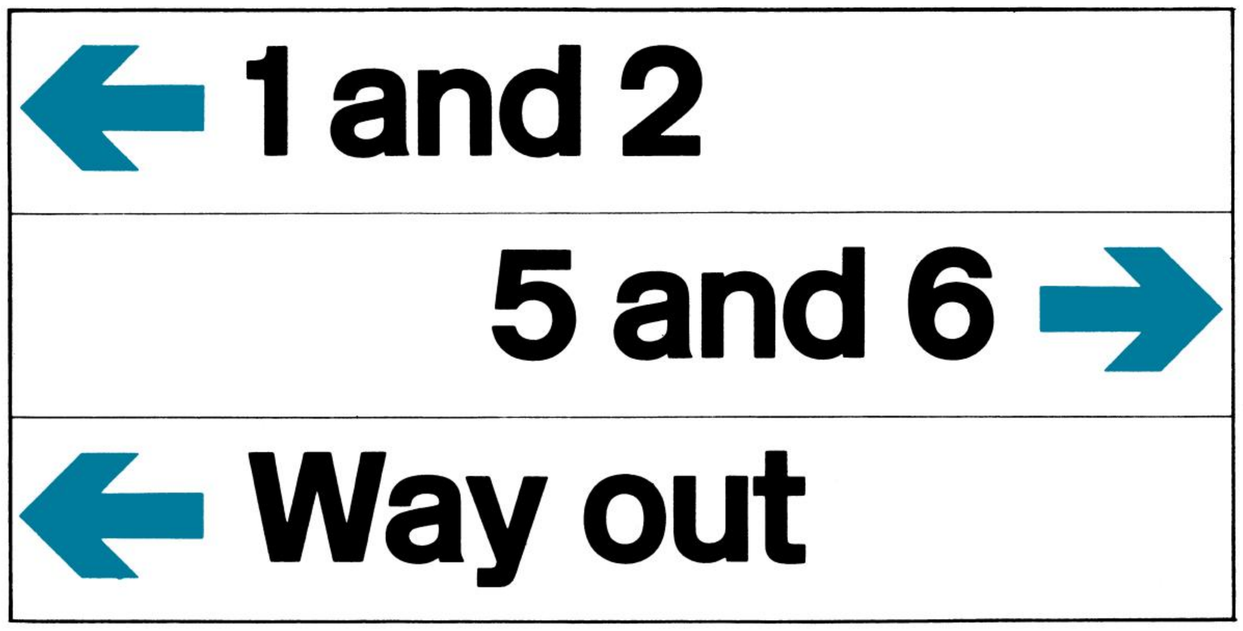
Method of assembly for platform direction signs

sheet no. 3/17

issued May 1965

Preliminary subject to revision

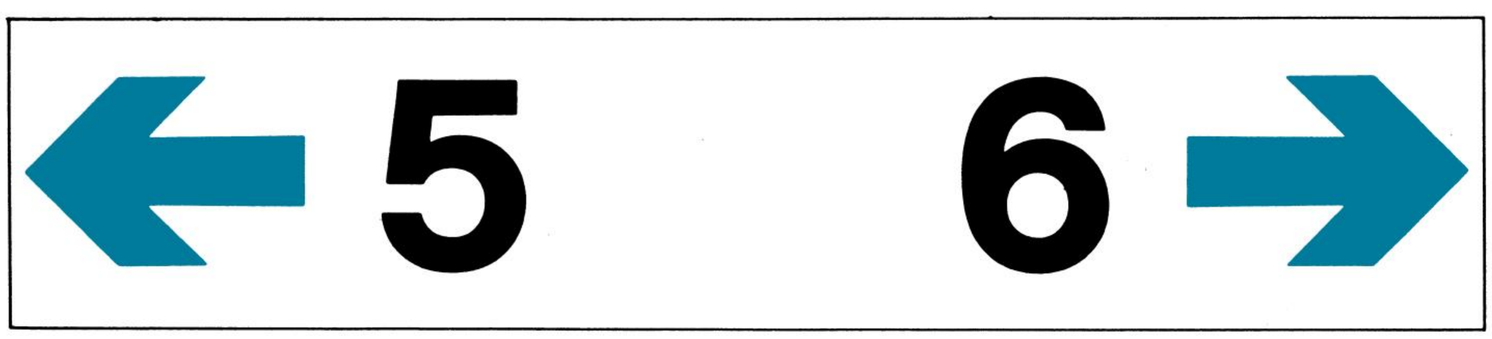
D **Platform number direction signs**



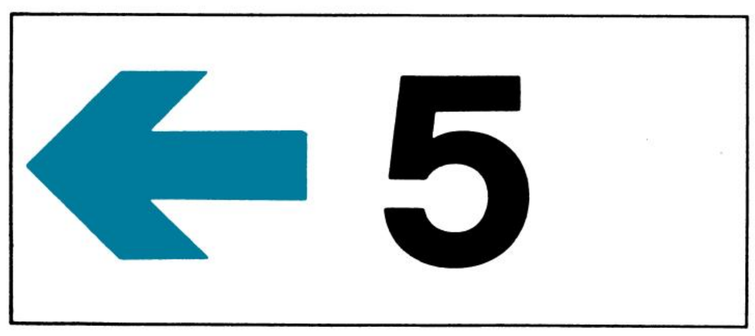
E **Platform number directions signs**

For signs with 2 or 3 numerals and 1 arrow

For signs with 2 numerals and 2 arrows both pointing in opposite directions



For signs with 1 numeral and 1 arrow



Station signposting

Method of assembly for Station name signs on platforms

	sheet no.	3/18
	issued	Sept 1965

Sign with 1 line of lettering

Sign with 2 lines of lettering

GI Small name signs

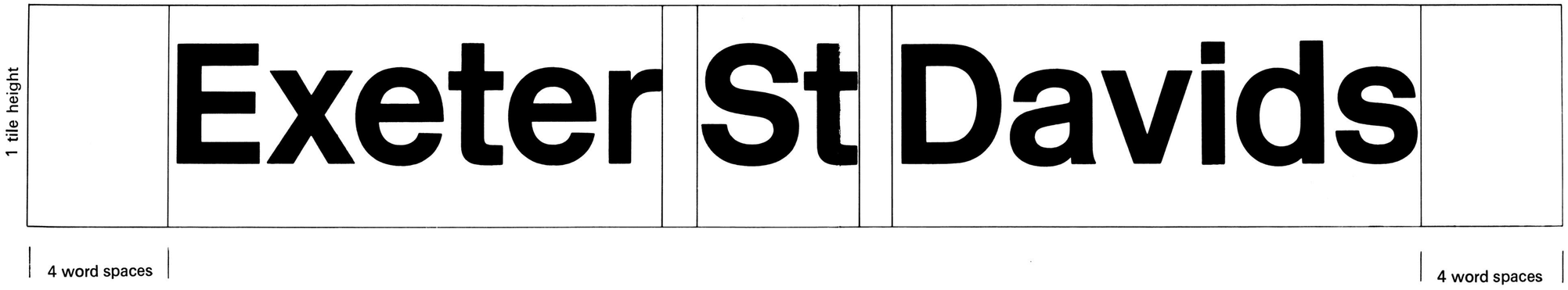
Names should preferably go in one line. In such a sign the depth of the plank is one tile height. If this arrangement makes too long a sign words may be stacked in two lines. The words are then butted together along the dotted lines, the space above the top line and the space below the bottom line should be equal to an x-ht. A sign using 2″ x-ht letters would therefore be 10″ deep. Four word-spaces should always precede and follow a single word name. In stacked signs with two words of different lengths 3 word-spaces should follow the longer word.

See sheet 3/12 for x-ht and sign depths.

Station signposting

Method of assembly for Station name signs on platforms

sheet no.	3/18/1
issued	Sept 1965



G2 Large name signs

All names on large run-in signs should go in one line. 4 word-spaces precede and follow the name to make the length of the sign, which will vary according to the name.
See sheet 3/12 for x-ht and sign depths.

Station signposting

Method of assembly for multi-worded signs

sheet no.	3/19
issued	Sept 1965

Multi-worded signs

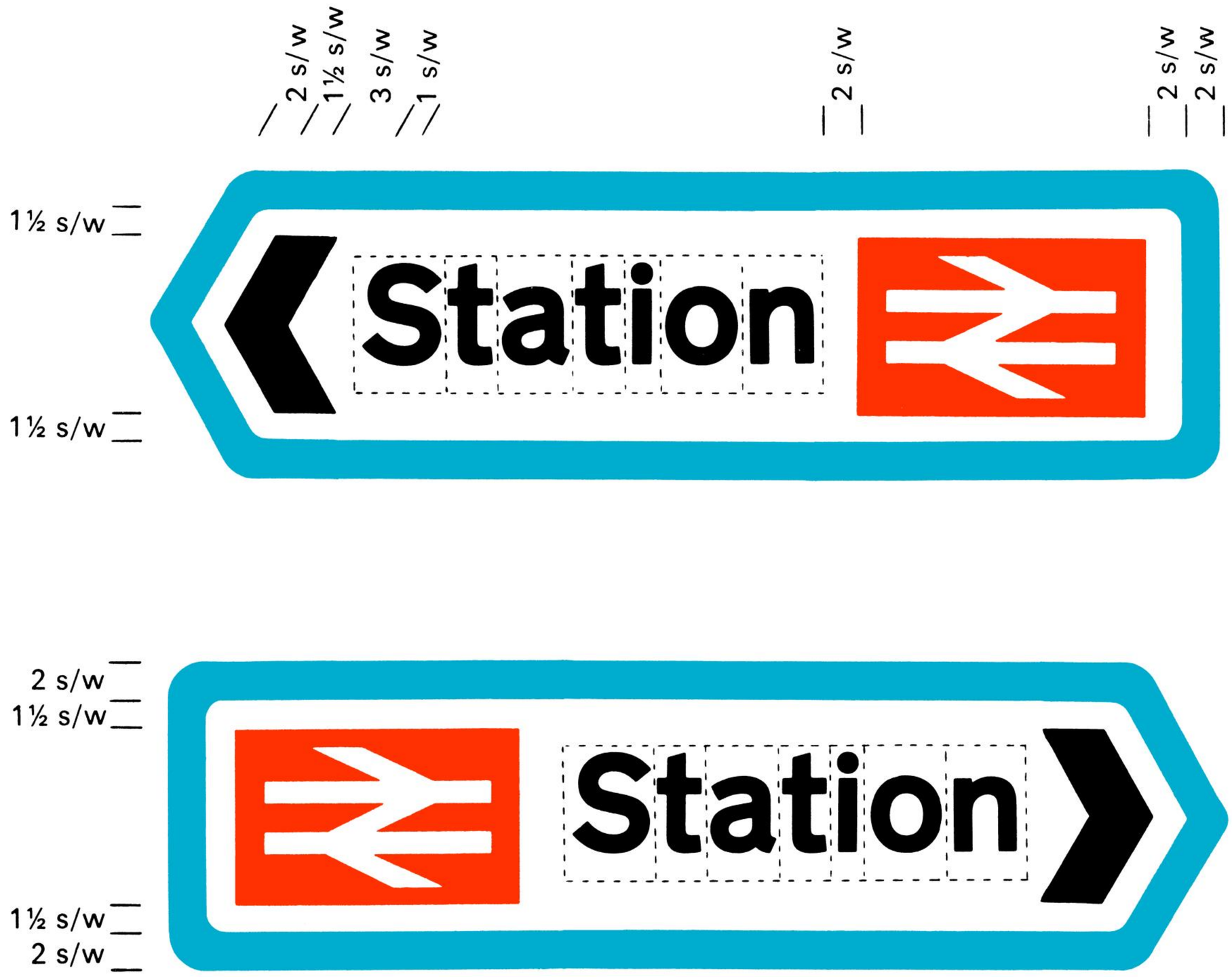
Signs with one line of wording should be the depth of the letter-tile.
When lines have to be stacked the words should be butted together along the dotted lines, the space above the top line and the space below the bottom line should be equal to an x-ht. Four word-spaces should preceed the words, and a minimum of 1 word-space should follow the longest line

See sheet 3/12 series H for x-ht and sign lengths.
The B.S. colour reference number for all prohibitory and warning signs is 0-005.

Station signposting
M.O.T. Direction sign

sheet no.	3/504
issued	May 1965

All dimensions expressed as stroke widths of capital letter.



1 General

This sign has been accepted by the Ministry of Transport and will be included in later issues of the Road Traffic Signs Regulations. No variants on this sign are permitted. Where any other wording, such as, 'Marylebone Station', 'Freight Depot', 'Motorail Terminal', 'Car Ferry', is required, the standard M.o.T. signs are to be used, without the British Rail symbol.

2 Siting

For guidance on siting refer to M.o.T. Traffic Signs Manual, H.M.S.O. 1965.

3 Size

The overall size of the sign depends on the size of lettering required for the particular site. Normally a suitable x-height would be 2" or 3" but 1½" may be used where signs are directed at pedestrian traffic.

4 Layout

Lettering to be M.o.T. Transport Heavy. For accurate setting-out of British Rail symbol see sheet 1/05. Symbol to be centred vertically on panel. Lowercase to line through with horizontal lines of symbol.

5 Colour

Lettering and chevron—black on white.
Border—blue B.S.2660 No. 0.013.
Symbol—white on B.R. Flame Red rectangle.
Grey for posts, fittings and backs of signs—B.S.2660 No. 9.101.

6

Full size prints may be obtained from the Chief Architect B.R.B., Chief Publicity Officer or Director of Industrial Design.

Signposting
Catering Services

sheet no.	3/601
issued	Jan 1968

General Notes

These instructions apply to fascias and projecting box signs on station catering facilities. Ordinary platform plank signs, including those for catering facilities, will be black on white following normal practice. The versions of the pictograms shown below have been specially drawn to fit into the Rail Alphabet system. Two pictograms together mean that both types of service are offered.

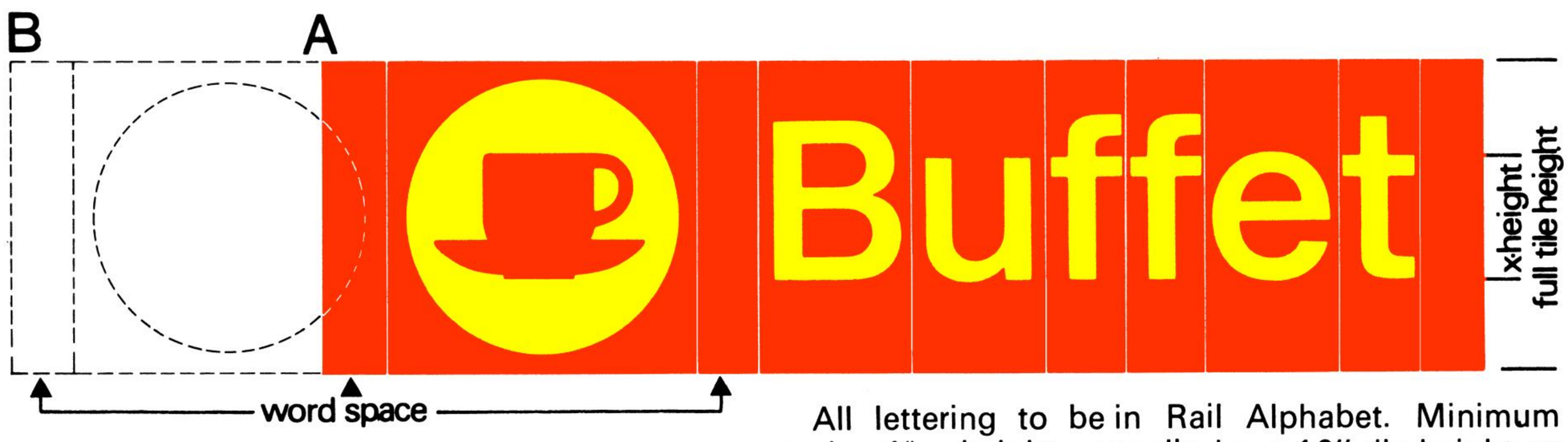
Colours Yellow on red background. For paintwork etc., yellow to match BS 2660 No. 0.001 and BR Flame Red BS 381 C No. 593. For yellow acrylic sheet, Oroglass 2037 is preferred ; Perspex 2021 may be used; for red, Perspex 3016/3017 or Oroglass 2178 may be used but Oroglass 2535 (to special order) is preferred.

Use The appropriate pictograms to suit particular locations will be agreed by British Rail Catering

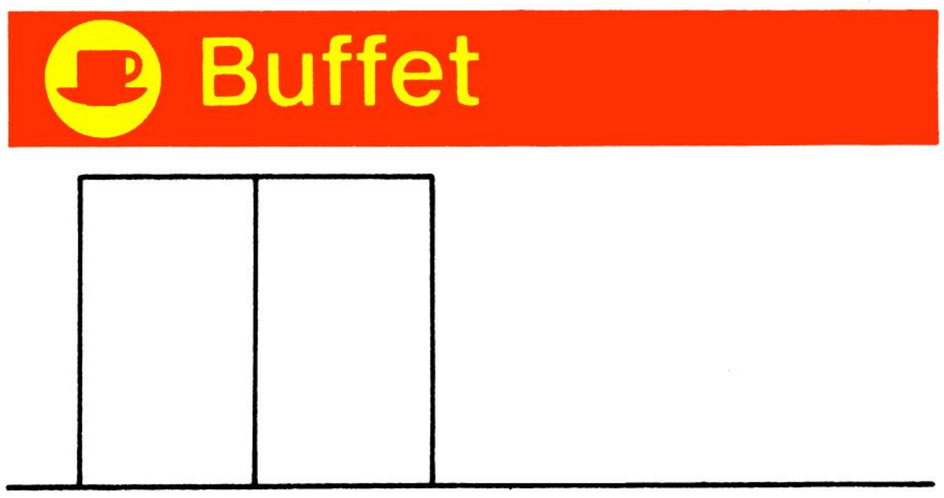
Buffet

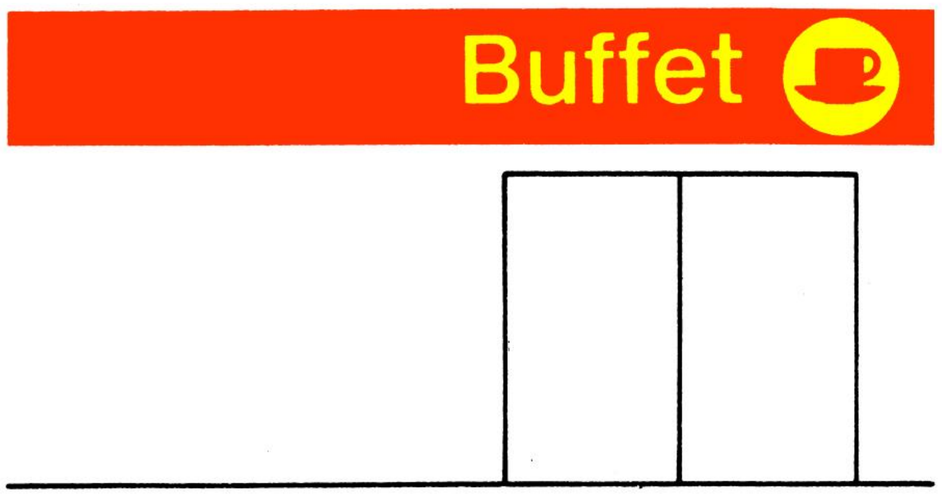
Restaurant

Licensed



All lettering to be in Rail Alphabet. Minimum size 4″ x-height normally, i.e. a 10″ tile height or match elsewhere adjacent.



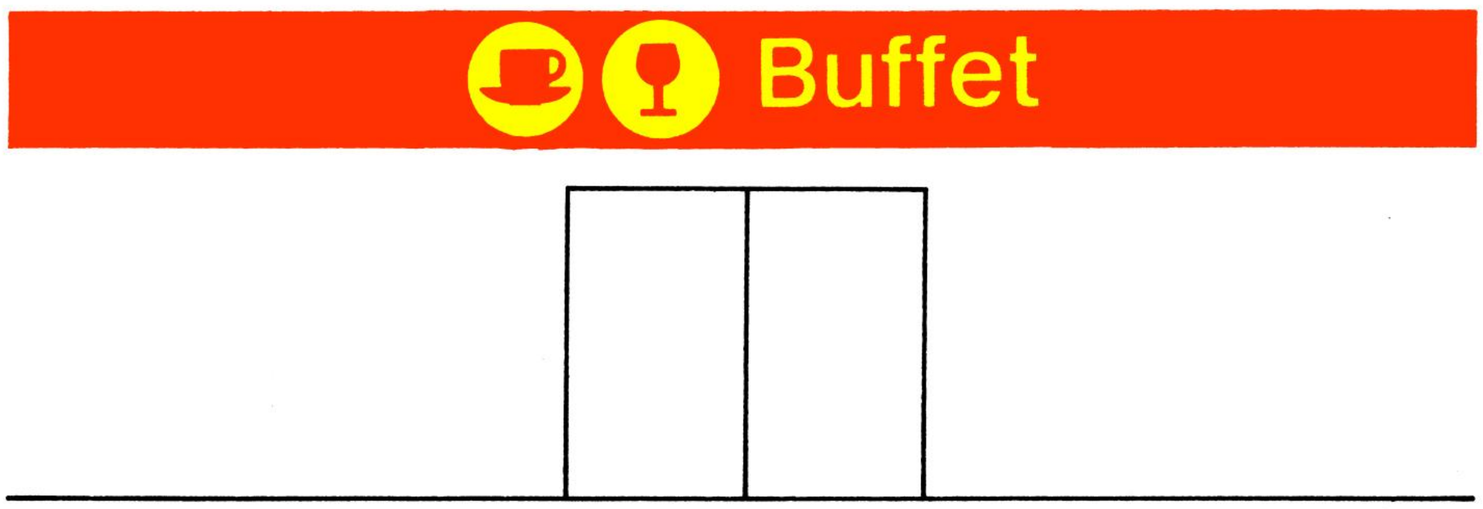


Pictogram after word if ranged right.
If only one pictogram required, make 'A' end of sign.
If two pictograms required, make 'B' end of sign.
Make length of fascia to suit architectural features.

Signposting
Catering Services

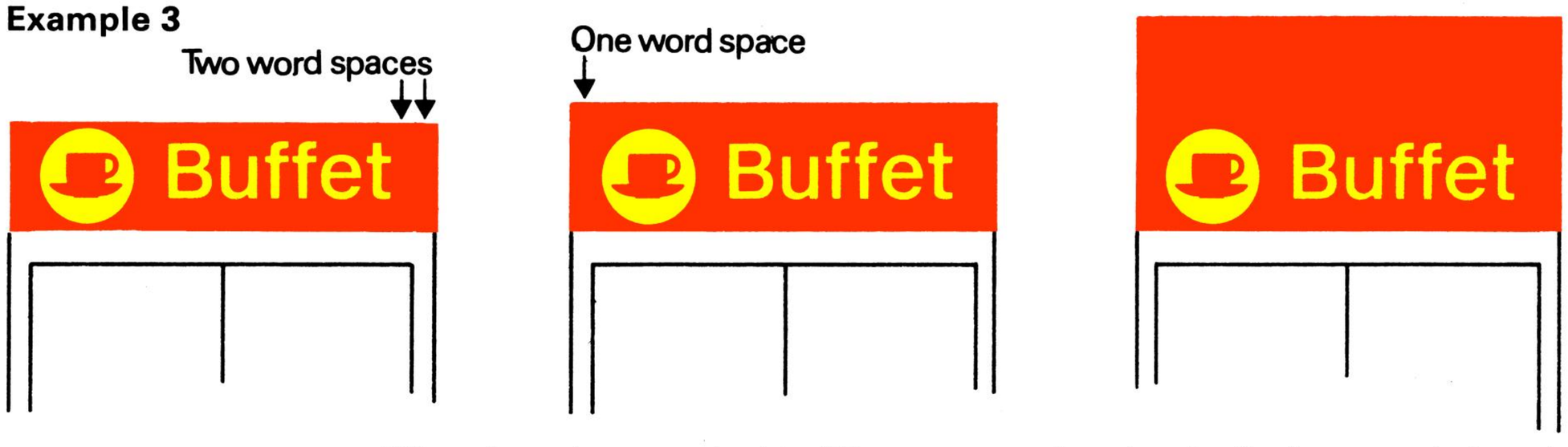
sheet no.	3/602
issued	Jan 1968

Example 2



On a long sign centre visually over doors; if necessary, repeat over centre of other sets of doors.

Example 3

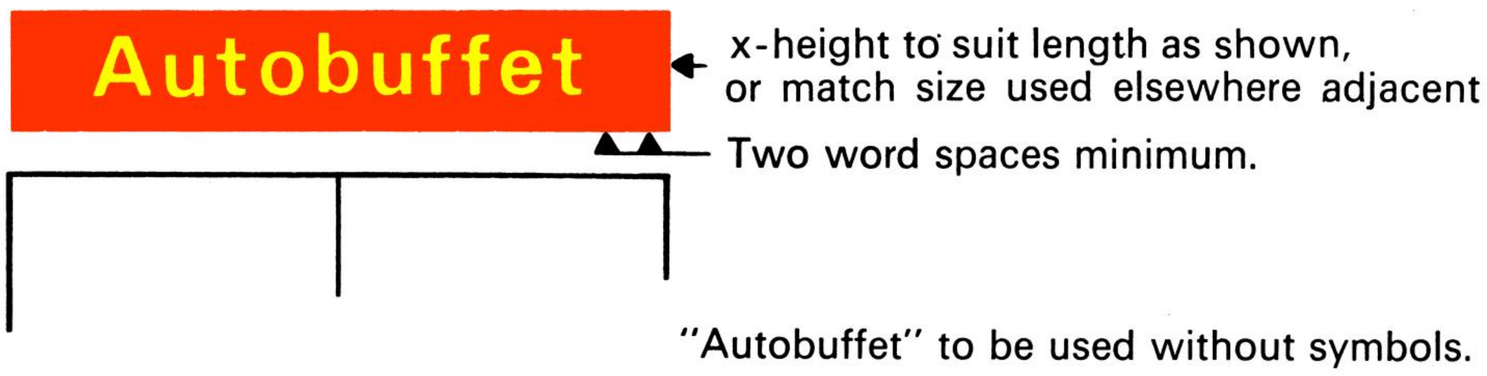


Where box signs required to fill space over door heads, fit tiles to suit length as shown, or match size used elsewhere adjacent and set tile at bottom.

Example 4

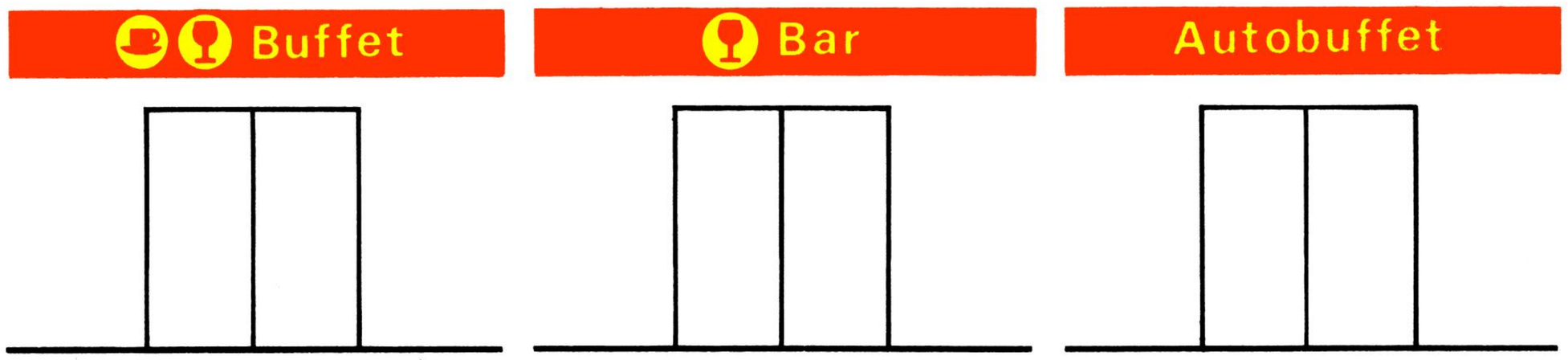
Internally illuminated letters for special signs fixed direct to wall. Special attention must be given to letter spacing.

Example 5



"Autobuffet" to be used without symbols.

Example 6



Where several signs appear adjacent, make same size lettering and line up. Length of boxes will usually be determined by architectural features.

Signposting
Catering Services

sheet no.	3/603
issued	Jan 1968

Combinations

Buffet

Buffet (licensed)

The Mercia (or other named buffet)

Bar (or name eg Queen's Bar)

Railbar (or name eg Pieman)

Restaurant (or name)

Use of Catering version of symbol

On fascias and projecting box signs *outside* stations the Catering symbol will be used for identification purposes. It will also be used for kiosks and other shops *inside* stations.

Buffet

Queen's Bar

Cigarettes and Sweets (or) **Kiosk**

Off-Licence

The Catering version of the Rail symbol in a circle as shown on sheet 1/48 may also be used alone on door pushes, glass doors, menu boards and suchlike.

Signposting

Projecting Box Sign

sheet no.	3/604
issued	Jan 1968

Example 7

Typical projecting box sign for use outside Station showing layout arrangement for symbols over lettering

Use

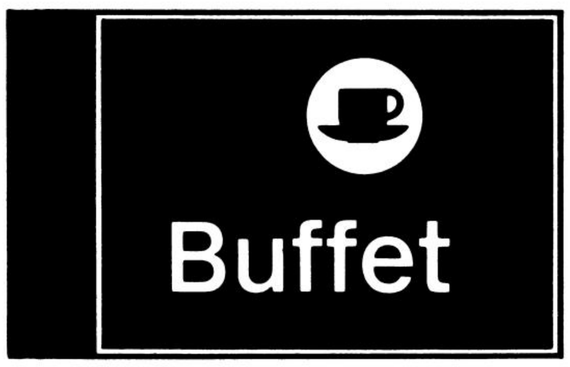
For general guidance refer to sheet 3/605

Signposting
Projecting Box Signs

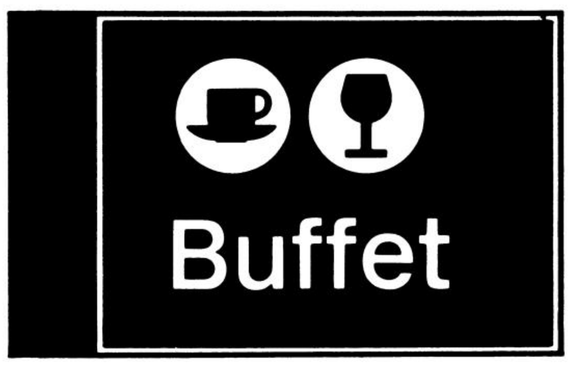
sheet no.	3/605
issued	Jun 1968

1

2

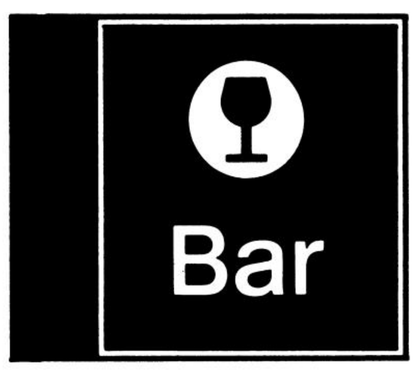


3



4

5



6

7

8

9

Use

The internally illuminated projecting box signs shown, in red and yellow, may be used outside or inside stations but only at the discretion of the regional architect. Where other departments are concerned with signing, e.g. Advertising Department, they will consult with the regional architect.

Questions of principles with regard to the use of these signs, including those arising in situations where signs may conflict with signalling or other form of traffic control, shall be referred to the Chief Architect for decision.

Colour

Signs are to be constructed and finished to specification given on Manual sheet 3/05. For acrylic sheet colour references see 3/601. Lettering should be fret-cut with the yellow fixed at the back of the red with a small overlap. Signs should be fixed to the wall where practicable and must not be mixed with platform signing.

Layout

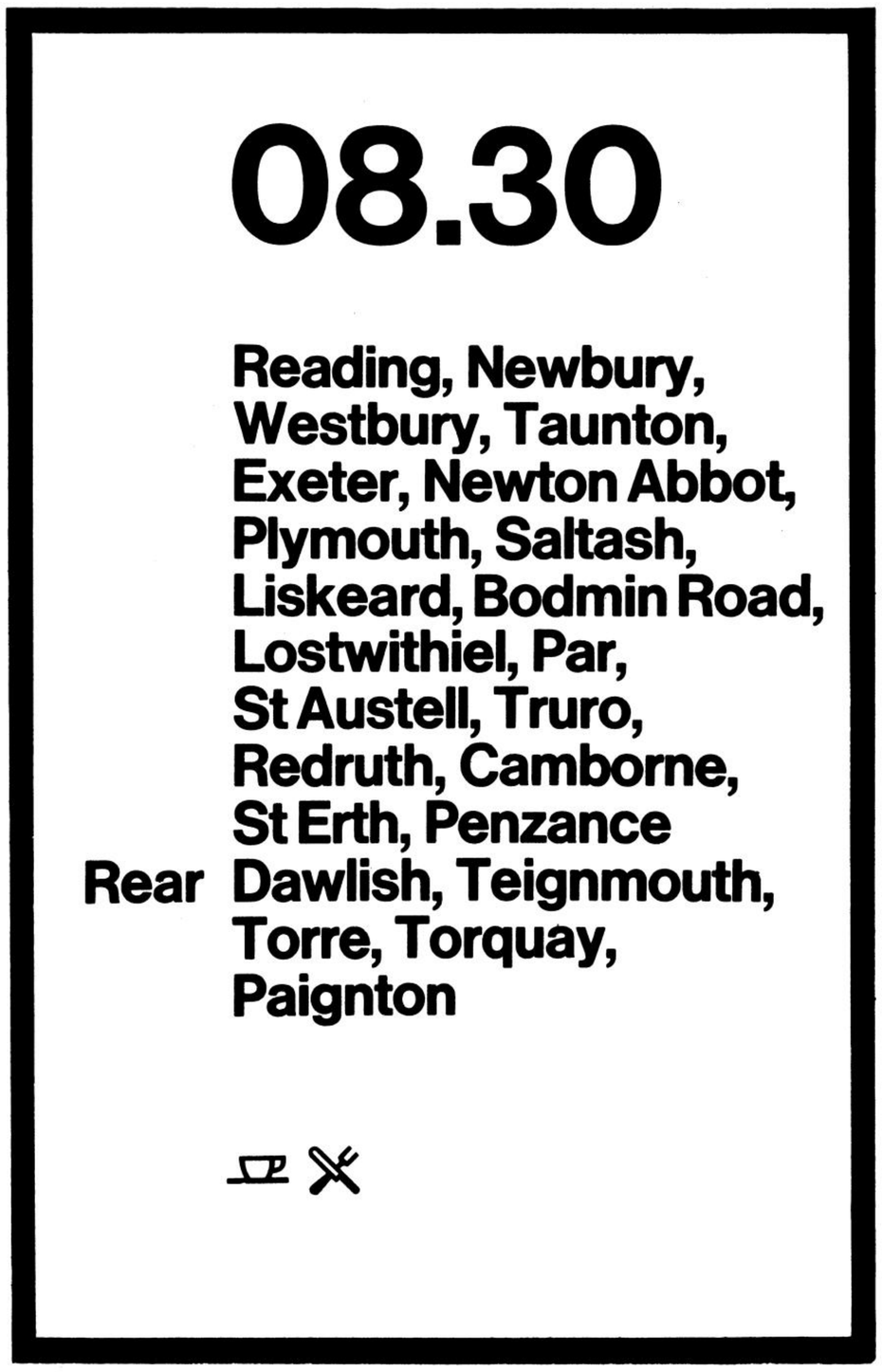
The layout of pictograms and lettering differs on reverse face. Large size details for the setting out of both faces are available from the Director of Industrial Design who will be consulted on any variations in wording that may be required.

No direction arrows may be added. Where direction signs are required they must follow the standard black and white platform signing system.

Sign No.	Approx. sight size	x-ht of letters
1	10″ x 33″	4″
2	23″ x 33″	4″
3	23″ x 33″	4″
4	10″ x 33″	4″
5	23″ x 22″	4″
6	23″ x 34″	4″
7	23″ x 38″	3″
8	17″ x 36″	3″
9	17″ x 41″	3″

Signposting
Catering Services
Train indicators etc.

sheet no.	3/610
issued	Oct 1967



Barrier indicators:
Symbols as timetable

Symbols for use on large station indicators

List of sheets

Section 4 Rolling Stock

4/20	Jan 69	Locomotive liveries, AC electric, Class AL6
4/103	Jan 66	Carriage liveries, Mark I first, corridor
4/104	Jan 66	Carriage liveries, Mark II second, open
4/201	Jan 66	Rolling stock liveries, 12 ton goods van
4/301	Jan 68	Window notices, passenger carriage
4/301/1	Jan 68	Window notices, passenger carriage
4/302	Jan 68	Catering vehicle identification

Section 5 Lineside Equipment

Section 6 Road Vehicles

Section 7 Ships

7/01	Oct 65	Ships liveries, general notes
7/10	Jan 65	Marine Grey, colour sample
	Jan 65	Marine Grey, detachable samples
7/11	Jan 66	Ships house flag
7/21	Jan 66	Ships liveries, TSS Dover
7/22	Jan 66	Ships liveries, MV Cambridge Ferry
7/23	Jan 66	Ships liveries, MV Slieve Donard
7/902	Oct 65	Ships writing paper

Section 8 Liner Trains

8/21	Jan 66	Obsolete
8/21/1	Jan 66	Obsolete

Section 9 Uniforms

9/01	Mar 69	Uniforms, general notes
9/02		
9/03		
9/04		
9/05		
9/11	Mar 69	Train crew, driver
9/12	Mar 69	Train crew, guard
9/21	Mar 69	Courier
9/22	Mar 69	Ticket office clerk
9/51	Mar 69	Refreshment room staff

Section 10 Stationery

10/01	Aug 65	Letterheads with typing layout, A4
10/02	Aug 65	Letterheads with typing layout, A5

Section 11 Miscellaneous Applications

11/1	June 65	Application to antimacassars
11/2	Jan 68	Marking of linen

Section 12 Appendices

12/01	June 69	Alphabetical index
12/01/1	June 69	Alphabetical index

Multiple unit liveries

HST Diesel electric power car Class 253

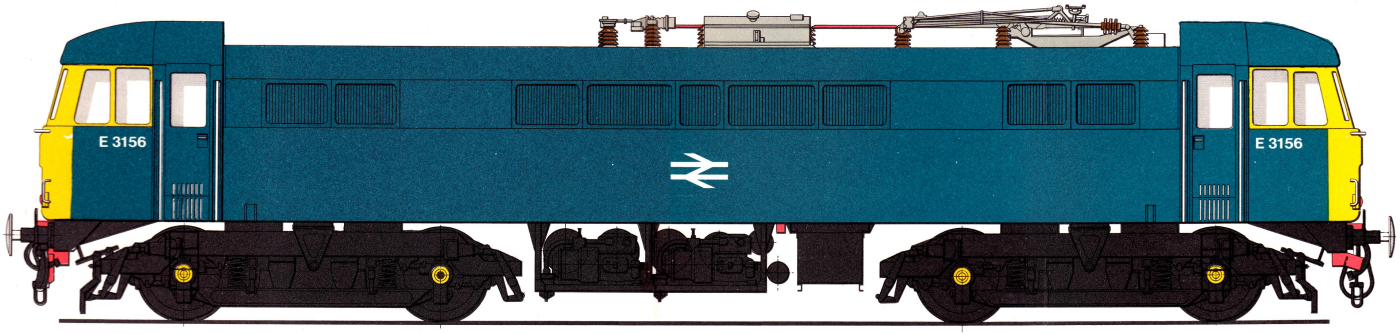
sheet no.	4/19
issued	Aug 1977

HST Diesel electric power car Class 253

Diesel electric power car 1680 kW BR Bo-Bo
Length 17 798mm overall, 10 300mm bogie centres
Width 2 740mm over body, 2 810mm maximum width
Height 3 906mm maximum
Weight 70.10 tonnes (working order)
Engine Ruston-Paxman 12RP200L 12 cylinder 4-stroke
Maximum continuous rated output 1680 kW
Main alternator Brush BL 91-32
Traction motors, four, fully suspended, single reduction gear drive
Maximum tractive effort 80 000N at 11.6 per cent adhesion at 1490A traction current

Continuous tractive effort 45 950N at 103.3 km/h at 1000A traction current
Power at rail (continuous rating) 1320 kW
Full engine output available between 56 and 200 km/h
Automatic air braking for power car and for train, brake force as percentage of (working order) car weight
0—145 km/h 50 per cent, 145—200 km/h 34 per cent
Minimum radius curves:
Horizontal without widening 80m
Horizontal with 20mm gauge widening 65m
Vertical convex 200m
Vertical concave 200m

Maximum permitted service speed 200 km/h
Train heating equipment Brush BL 91-20 electric alternator driven by engine, 280 kW continuous output at 900V
Fuel tank capacity 4682 litres
Painting:
Rail Blue BS 381C No.114
Rail Grey BS 381C No.627
Yellow BS 381C No.356
Roof, undergear and bogies Black
Symbol and outline lettering Silver
Service systems to Code DBS 5946

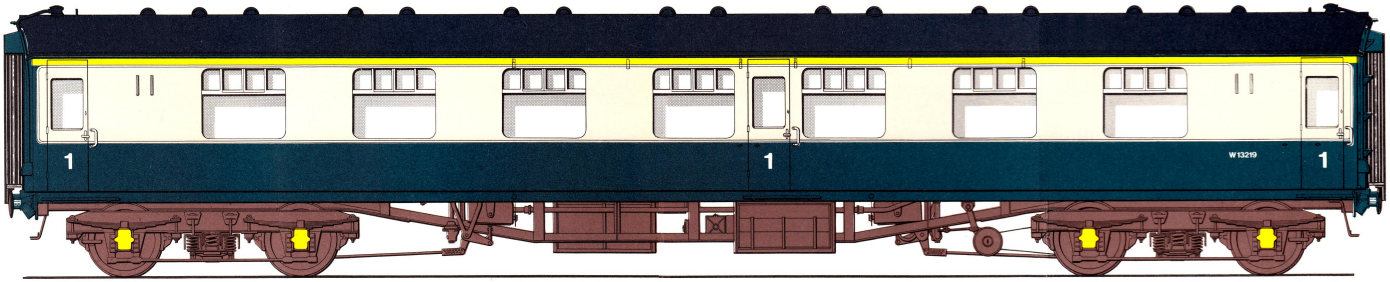


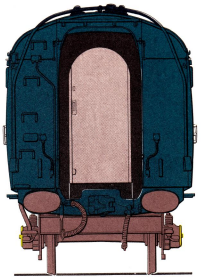
A.C. ELECTRIC : CLASS AL6

Locos Nos. E3101 - E3200
25kV. 50c/s. Overhead
3500 - 4000 h.p. Bo-Bo
Length over buffers 58′-6″
Width over body 8′-8½″
Height with pantograph down 13′-0½″
Height to top of cab 12′-4″
Body, B.R. Rail Blue
Body ends, Yellow B.S. 0-003
Undergear and bogies, Black
Roof well, Aluminium
Pantograph, Grey B.S. 9-095
Service systems to Code DBS 5946

Rolling Stock Liveries
Mark 1 Carriage
First class Corridor

	sheet no.	4/103
	issued	Jan 1966



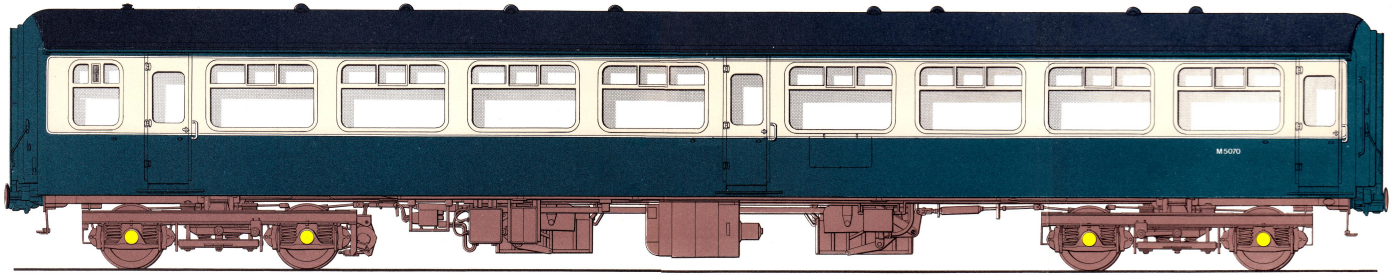


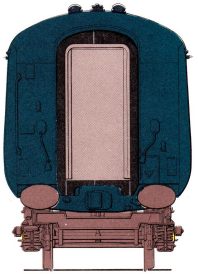
MARK I CARRIAGE

First class, Corridor
Length over body 64′-6″
Width over body 9′-0″
Height rail to roof 12′-9½″
Main body, B.R. Rail Blue
Window band, Grey B.S. 9-095
Roof, Dark Grey B.S. 9-098
Underparts, Dark Brown B.S. 3-039

Rolling Stock Liveries
Mark II Carriage
Second class Open

	sheet no.	4/104
	issued	Jan 1966





MARK II CARRIAGE

Second class, Open
Length over body 65′-4¼″
Width over body 9′-0″
Height rail to roof 12′-8⅛″
Main body, B.R. Rail Blue
Window band, Grey B.S. 9-095
Roof, Dark Grey B.S. 9-098
Underparts, Dark Brown B.S. 3-039

Passenger Carriage
Window Notices

	sheet no.	4/301
	issued	Jan1968

Background BR Flame Red.
Lettering and border White.

On permanent notices, such as those fired into the window glass, the line "Maximum penalty £25" should be omitted

Background BR Rail Blue.
Lettering and border White.

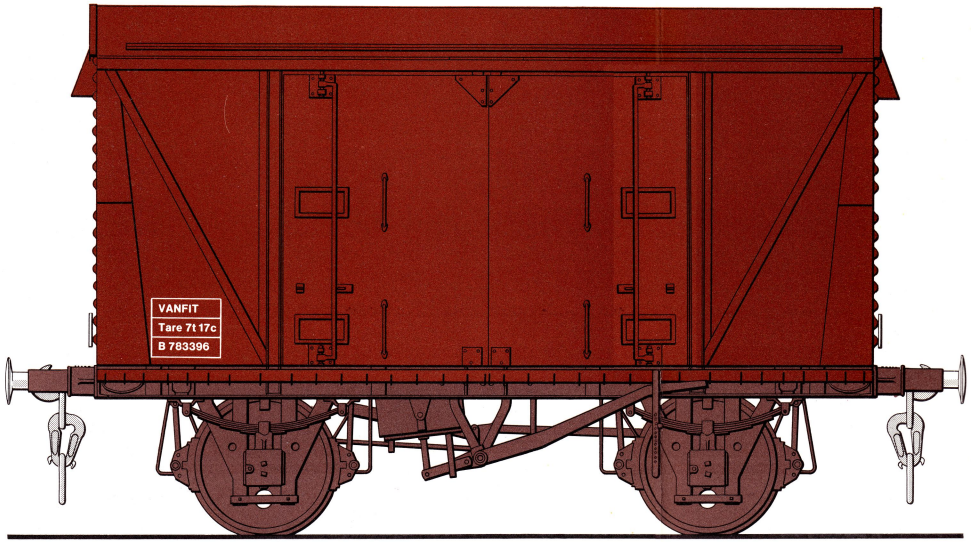
Background Green B.S. 2660 No. 0-010.
Lettering and border White.

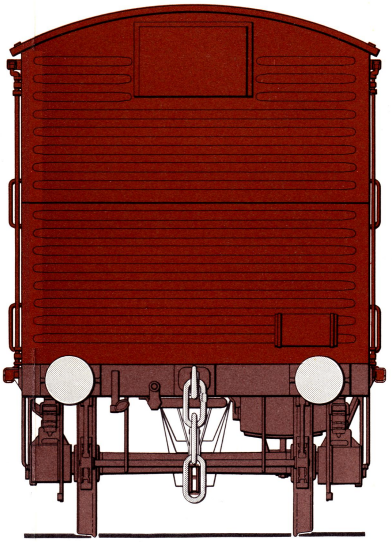
For full size drawings of notices refer to Industrial Design Department BRB

Rolling Stock Liveries

12 Ton Goods Van
Ventilated

	sheet no.	4/201
	issued	Jan 1966





12 TON VENTILATED GOODS VAN Length over body 17′-6″, Width over body 8′-6″
Height rail to roof 11′-9¾″, Tare 7t. 17cwt., Capacity 981 cu. ft.
Body, Bauxite Red, Underparts, Dark Brown B.S. 3-039

Passenger Carriage
Window Notices

	sheet no.	4/301
	issued	Sept 1971

Background BR Flame Red.
Lettering and border White.

On permanent notices, such as those fired into the window glass, the line "Maximum penalty £10" should be omitted.

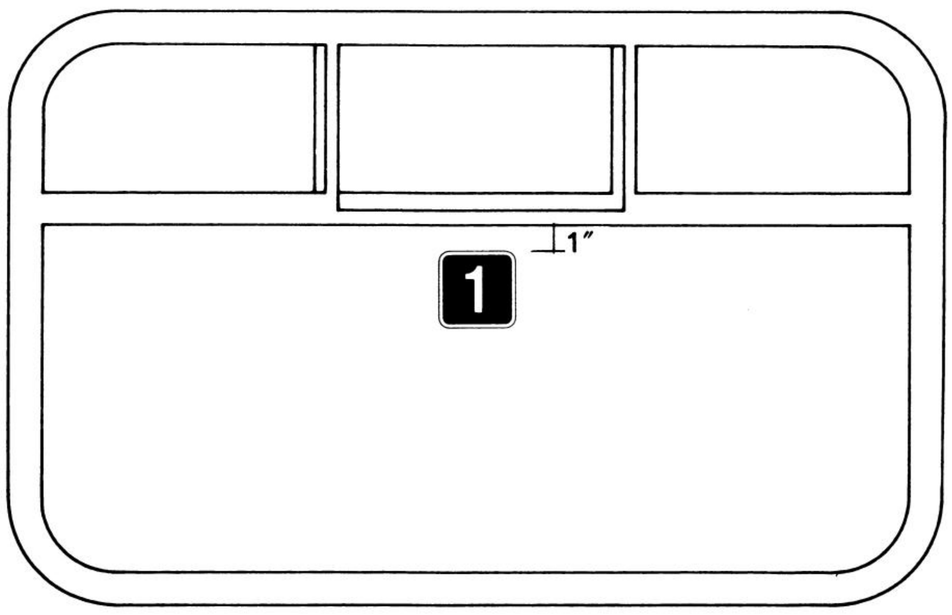
Background BR Rail Blue.
Lettering and border White.

Background Green B.S. 2660 No. 0-010.
Lettering and border White.

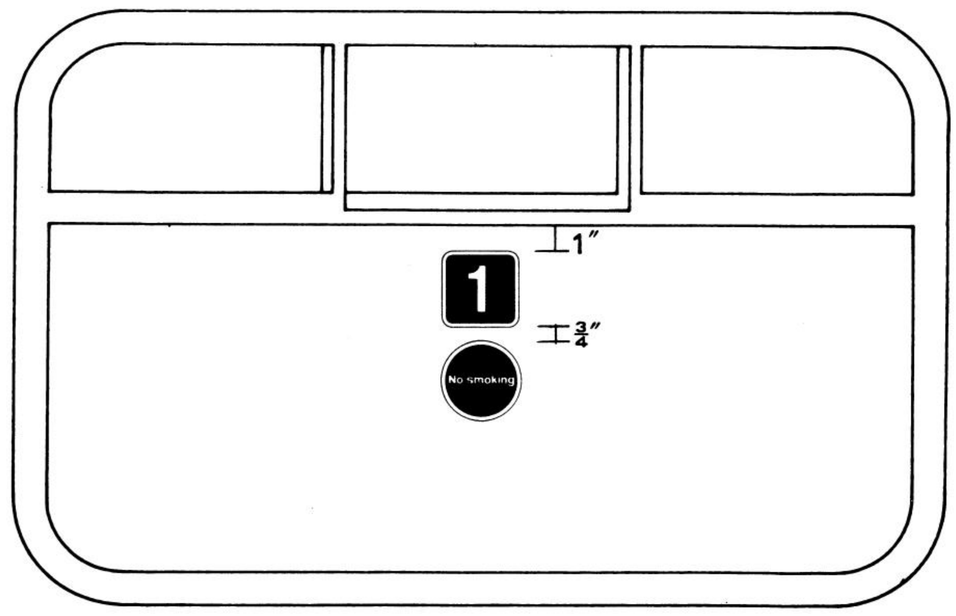
For full size drawings of notices refer to Industrial Design Department BRB.

Passenger Carriage
Window Notices
Mark 11a carriages

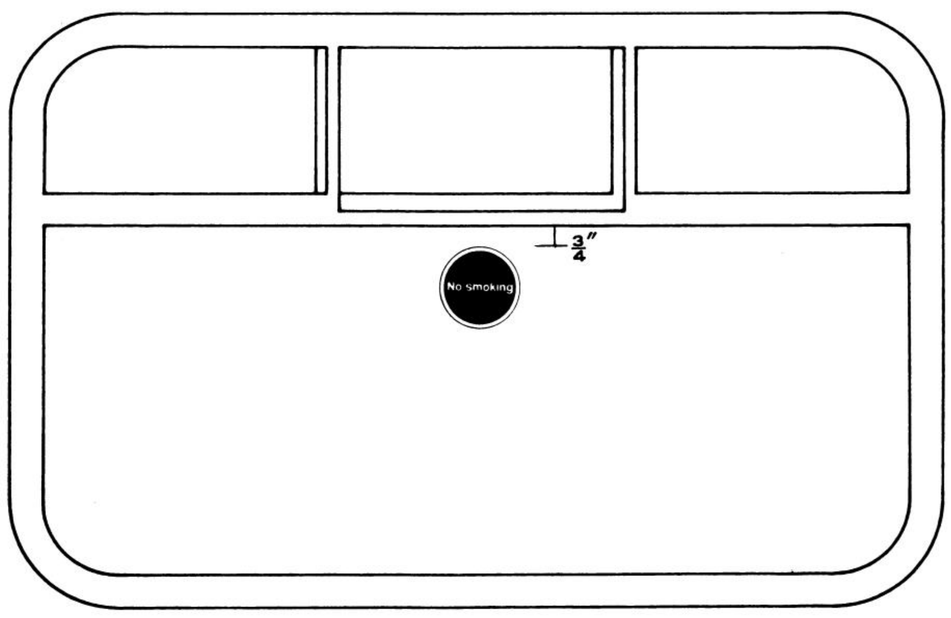
sheet no.	4/301/1
issued	Jan 1968



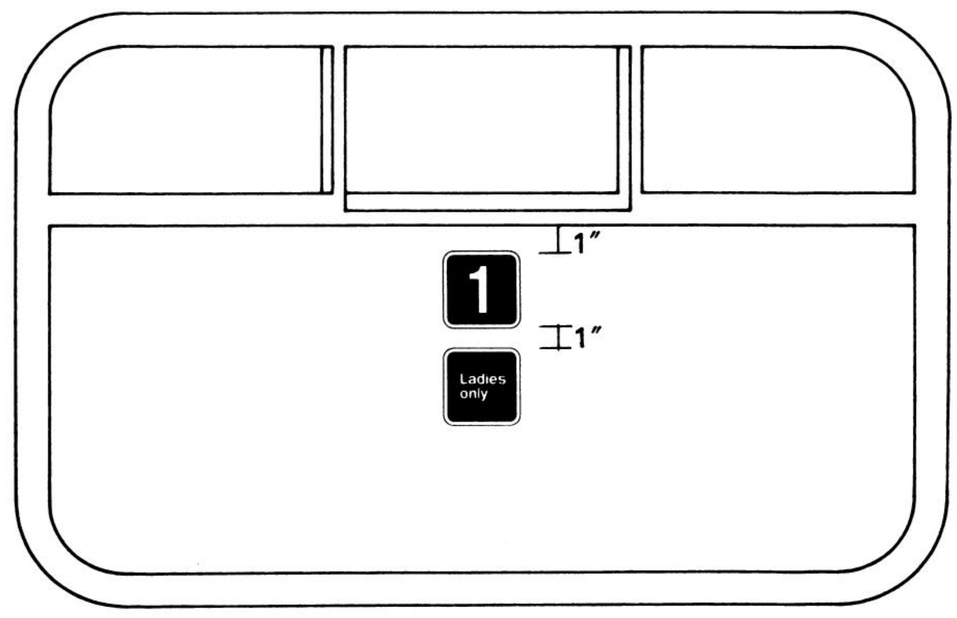
First
Background BR Rail Blue.
Lettering and border White.



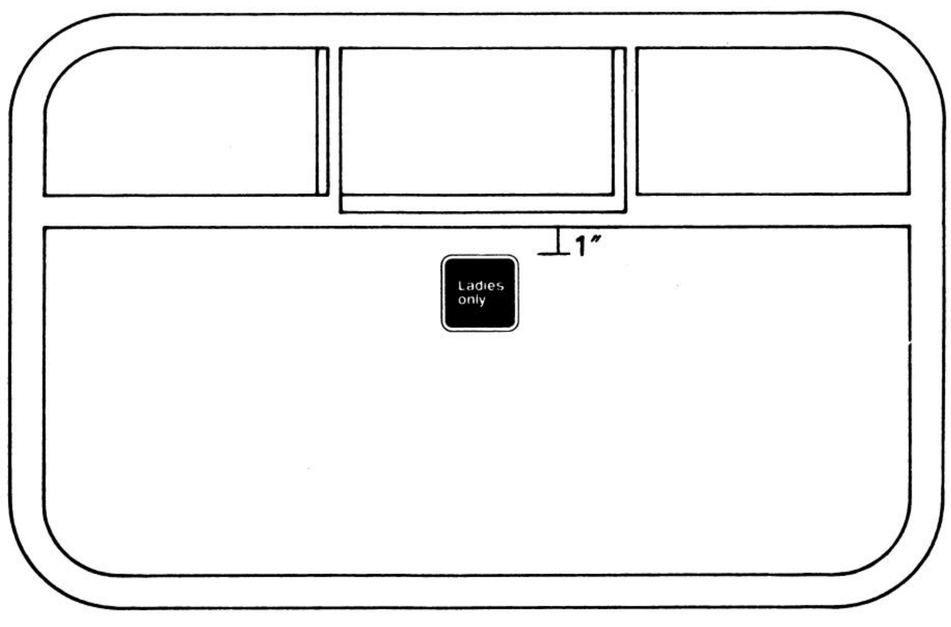
First - No Smoking



No Smoking.
Background BR Flame Red.
Lettering and border White.



First - Ladies only



Ladies only
Background Green B.S. 2660 No. 0-010.
Lettering and border White.

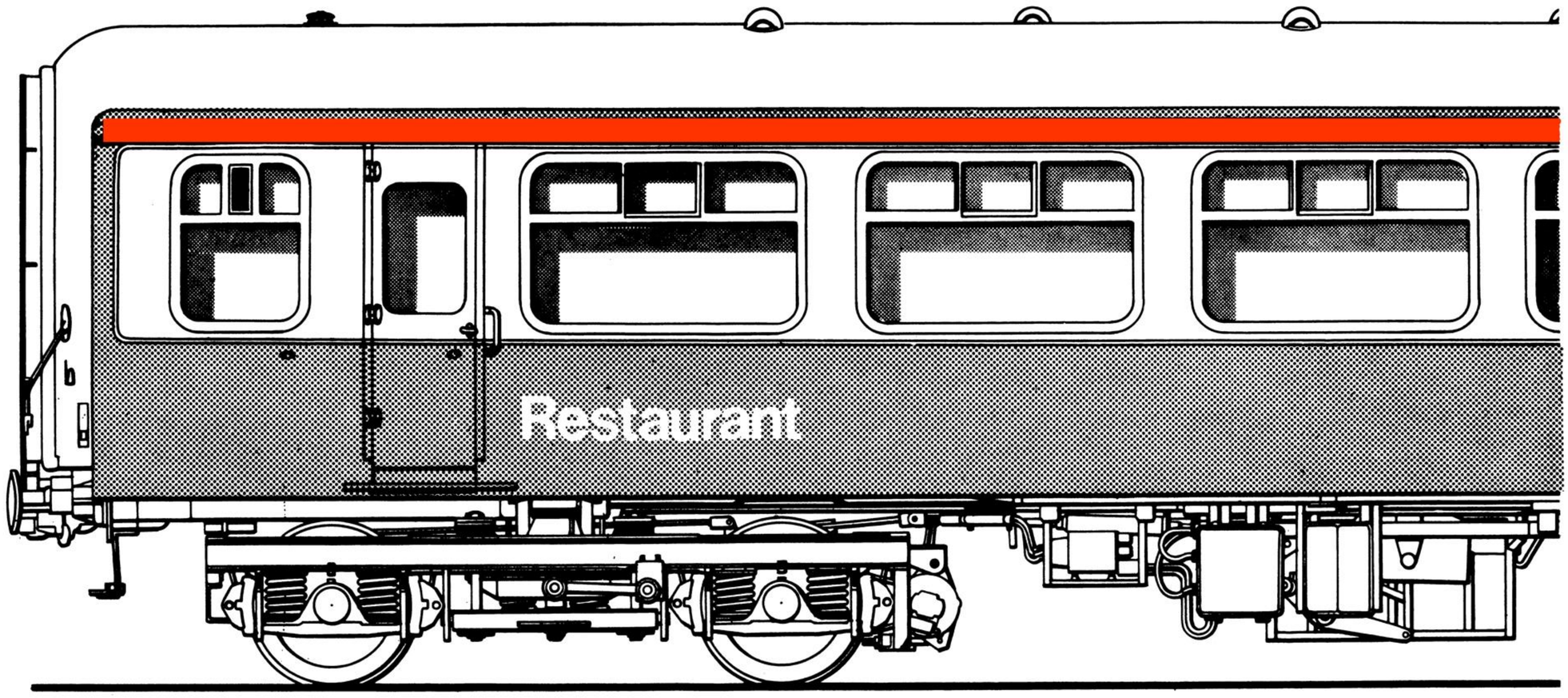
For larger scale drawings of notices see sheet no. 4/301.
For full size drawings of notices refer to Industrial Design Department BRB Drg. no. 173/16/30/D2.

Rolling stock

Catering vehicle identification

sheet no.	4/302
issued	Jan 1968

UIC identification for catering vehicles i.e. 3″ red line above windows will be used on all catering vehicles.



Notice for display in corridors. Side 1

←

Refreshment Car

Weekdays	Meals are usually obtainable at the following times Light refreshments and drinks are available at the Buffet
Breakfast	07.30 - 09.45
Luncheon	11.30 - 14.15
Afternoon tea	15.15 - 17.00
High tea	16.00 - 18.00
Dinner	18.00 - 21.00

British Rail Catering

Side 2

→

Refreshment Car

Weekdays	Meals are usually obtainable at the following times Light refreshments and drinks are available at the Buffet
Breakfast	07.30 - 09.45
Luncheon	11.30 - 14.15
Afternoon tea	15.15 - 17.00
High tea	16.00 - 18.00
Dinner	18.00 - 21.00

British Rail Catering

Ships Liveries
General Notes

sheet no.	7/01
issued	Oct 1965

Directions for the painting of B.R. Ships

On passenger ships, cargo ships and tugs the lower part of the hull above the waterline will be B.R. Rail Blue and the upper part white, the disposition of the colours being on conventional lines. The forecastle, and poop where fitted, will be white or B.R. Rail Blue according to the requirements of individual vessels. It will generally be arranged that white areas do not run under freeing ports and other areas liable to discolouration. On pleasure steamers the white is extended lower down the hull than other vessels.

For convenience in painting, the demarcation between the white and the B.R. Rail Blue should follow some structural feature, such as a deck or plate edge, in order to avoid setting out and marking the new line on the hull. Where round scuttles or rectangular windows appear on a ship's side, they will come entirely within either the white or the blue area in order to avoid the undesirable castellated appearance which could result where such windows or port-holes are set immediately above the top edge of the B.R. Rail Blue.

A 6" white band runs along the line of demarcation between the B.R. Rail Blue and the boot topping. This will be sheered in vessels with sheer. On small vessels the width of line will be specially considered.

Each class of vessel, within the diversity of ships types and fittings, will be treated as common sense and good taste dictate and with the following general directions in mind:

B.R. Rail Blue

The lower part of the hull.

B.R. Flame Red

Funnel (with symbol in white)

Interiors of cowl ventilators.

White

Bridge, superstructure and large deckhouses.

Overhead gravity type davits and inflateable liferaft platforms (see also below).

B.R. Marine Grey

Masts, derrick posts, derricks, hatches, ventilators, companion ways and other small detached houses, skylights, engine room casings, where they project above the tops of, or, are not large enough to be considered as, deck houses, inside bulwarks, breakwater and all deck fittings with the following exceptions:

Those listed as being black (see below).

Cargo and tonnage hatches on cargo vessels to be B.R. Blue.

Note: Davits to be specially considered in relation to superstructure and construction (to be either white or grey).

Black

Steel decks on cargo vessels
Bollards
Fairleads
Kickplates
Treads

Winchbeds, warping ends and other items subjected to heavy wear or discolouration
Funnel tops
Galley funnel tops

Do not remove this page

Further copies are obtainable from the Director of Industrial Design

sheet no.	7/10
issued	Jan 1965

colour B.R. Marine Grey
B.S.no
Munsell ref

sheet no.	7/10
issued	Jan 1965

colour B.R. Marine Grey
B.S.no
Munsell ref

sheet no.	7/10
issued	Jan 1965

colour B.R. Marine Grey
B.S.no
Munsell ref

sheet no.	7/10
issued	Jan 1965

colour B.R. Marine Grey
B.S.no
Munsell ref

sheet no.	7/10
issued	Jan 1965

colour B.R. Marine Grey
B.S.no
Munsell ref

sheet no.	7/10
issued	Jan 1965

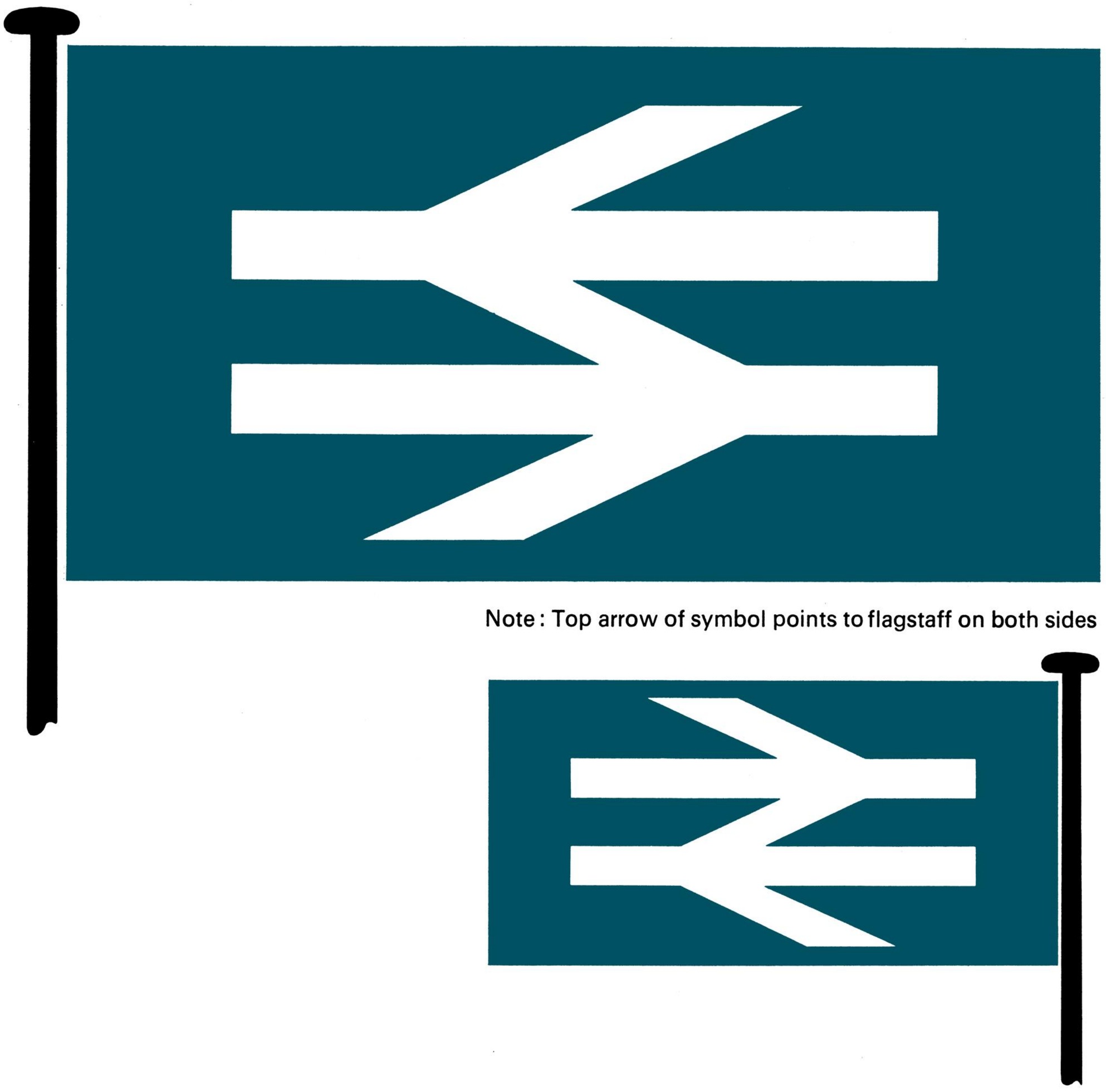
colour B.R. Marine Grey
B.S.no
Munsell ref

sheet no.	7/10
issued	Jan 1965

colour B.R. Marine Grey
B.S.no
Munsell ref

Ships Livery
House Flag

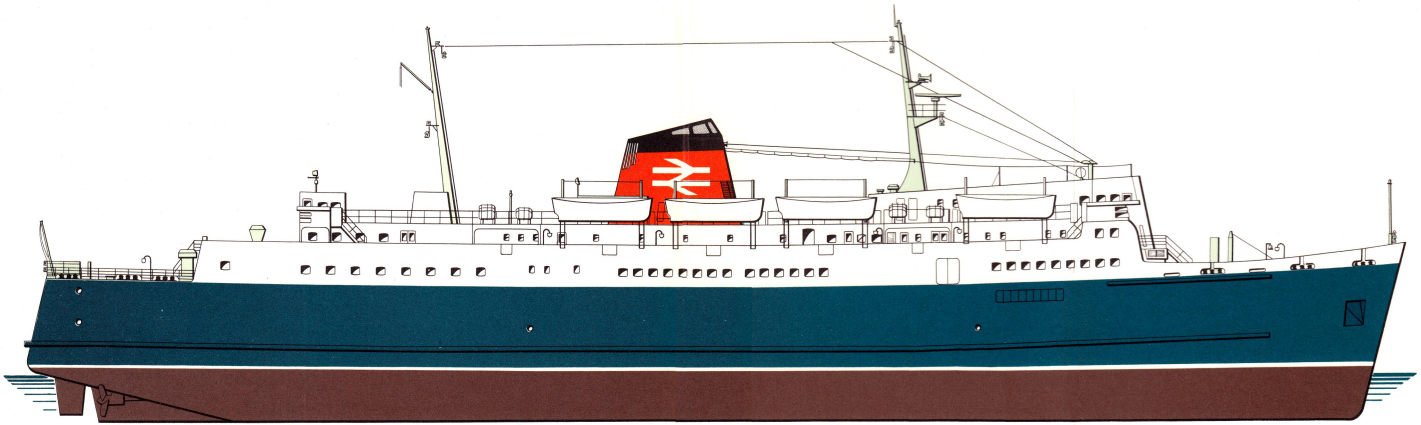
	sheet no.	7/11
	issued	Jan 1966



Note : Top arrow of symbol points to flagstaff on both sides

Available in white on BR Rail Blue in two sizes
BR 9/36/5056 3′-6″ x 1′-9″
BR 9/36/5055 6′-0″ x 3′-0″

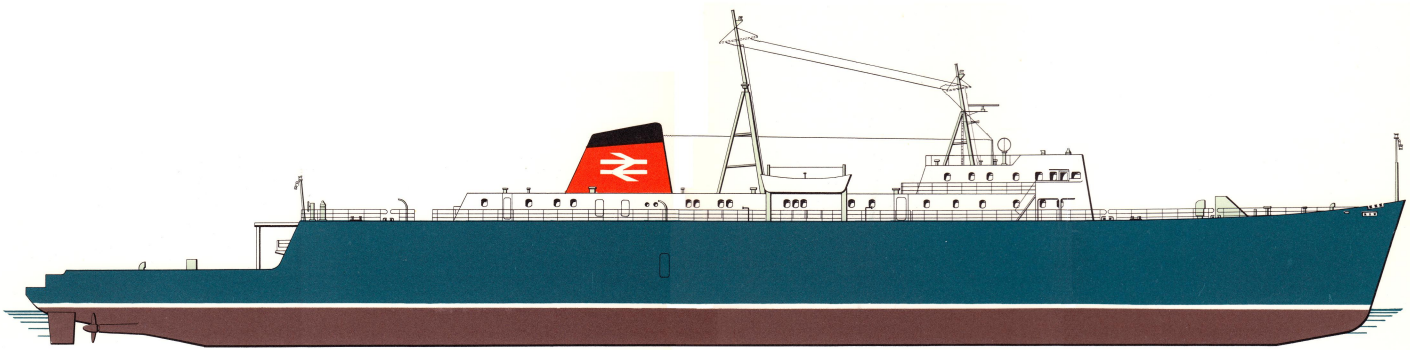
sheet no. 7/21
issued Jan 1966



T.S.S. DOVER Car Ferry between Dover-Boulogne
Gross tonnage 3601.7, Length 369'-0", Breadth 57'-2", Draught 12'-9"
Built 1965 by Swan Hunter and Wigham Richardson Ltd.
Colours, B.R. Rail Blue, B.R. Flame Red, B.R. Marine Grey, Dark Brown, White, Black

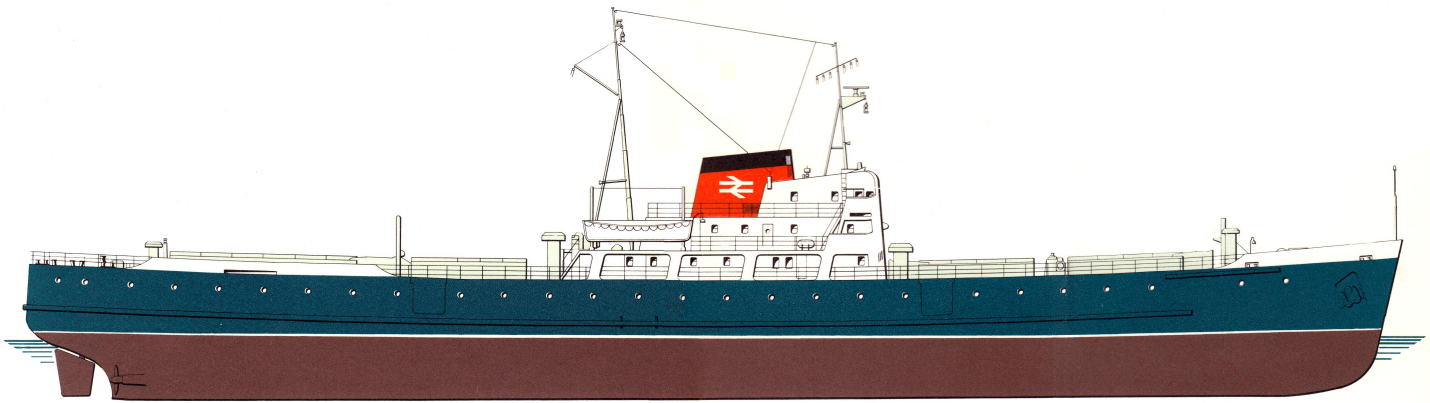
Ships Liveries
M.V. Cambridge Ferry

	sheet no.	7/22
	issued	Jan 1966



M.V. CAMBRIDGE FERRY Train Ferry between Harwich-Zeebrugge
Gross tonnage 3294, Length 403′-0″, Breadth 61′-4″, Draught 11′-3″
Built 1963 by Hawthorn Leslie Ltd.
Colours, B.R. Rail Blue, B.R. Flame Red, B.R. Marine Grey, Dark Brown, White, Black

sheet no. 7/23
issued Jan 1966



M.V. SLIEVE DONARD Cargo and Cattleship between Holyhead-Dublin
Gross tonnage 1598, Length 310′-3″, Breadth 47′-3″, Draught 13′-0″
Built 1959 by Ailsa Shipbuilding Co. Ltd.
Colours, B.R. Rail Blue, B.R. Flame Red, B.R. Marine Grey, Dark Brown, White, Black

	sheet no.	7/24
	issued	Jan 1974

MV ST GEORGE Vehicle ferry between Harwich-Hook of Holland
Gross tonnage 7356.3, Length 420′-0″, Breadth 67′-6″, Draught 16′-6″
Built 1968 by Swan Hunter and Tyne Shipbuilders Ltd.
Colours : BR Rail Blue, BR Flame Red, BR Marine Grey, Dark Brown, White, Black

Ships Liveries
MV Hengist
MV Horsa

	sheet no.	7/25
	issued	Jan 1974

MV HENGIST and MV HORSA

Vehicle ferries between Folkestone/Dover-Boulogne/Calais/Ostend
Gross tonnage 5495.5, Length 385′-6″, Breadth 65′-0″, Draught 13′-6″
Built 1972 by D.C.A.N. Brest, France
Colours: BR Rail Blue, BR Flame Red, BR Marine Grey, Dark Brown, White, Black

Ships Writing Paper

sheet no.	7/902
issued	Oct 1965

Harwich / Hook of Holland Night Service

on board s.s. Avalon

Harwich / Hook of Holland Night Service

on board s.s. Amsterdam

Harwich / Hook of Holland Night Service

on board s.s. Arnhem

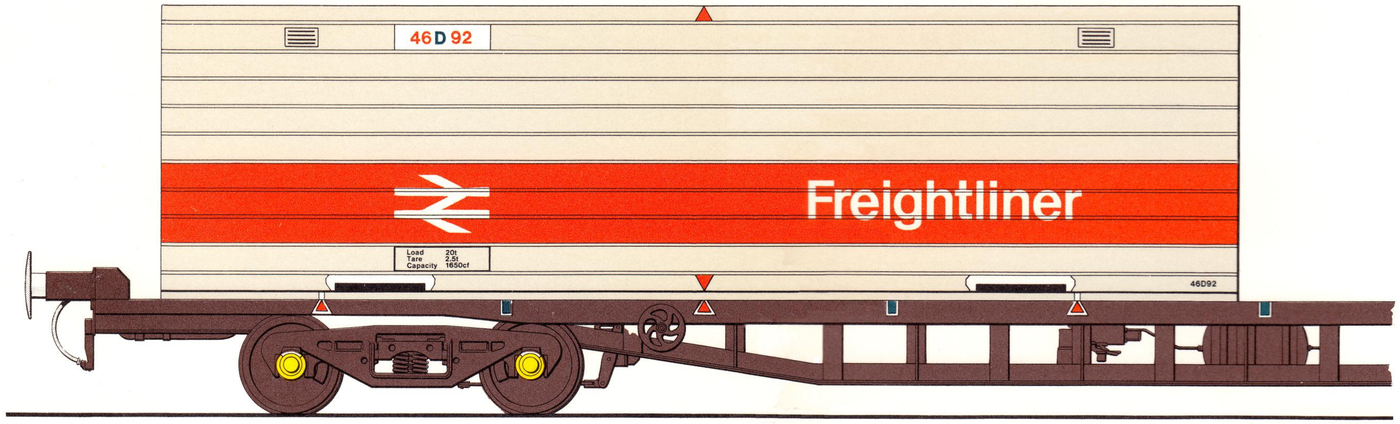
	sheet no.	7/26
	issued	Jan 1974

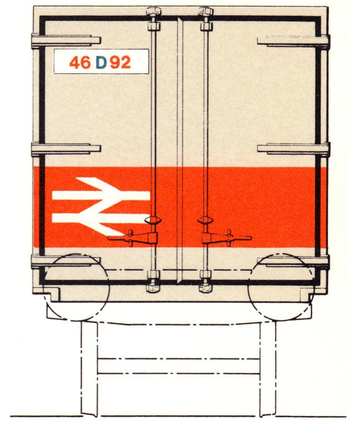
MV ST EDMUND Vehicle ferry between Harwich-Hook of Holland
Gross tonnage (est) 9000, Length 430'-0", Breadth 74'-2", Draught 17'0"
Built 1974 by Cammell Laird & Co.
Colours: BR Rail Blue, BR Flame Red, BR Marine Grey, Dark Brown, White, Black

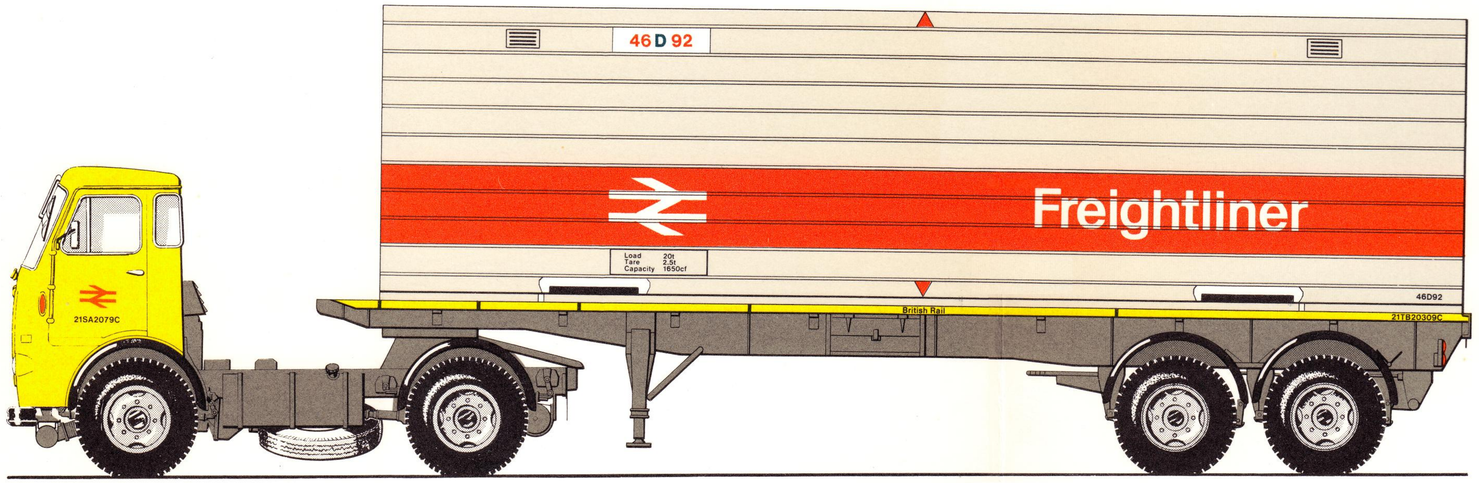
Rolling Stock Liveries

Freightliner Lorry and 30′-0″ Container

sheet no.	8/21
issued	Jan 1966







FREIGHTLINER LORRY & 30′-0″ CONTAINER Lorry cab, Yellow B.S. 0-002, Underparts, Dark Brown B.S. 3-039
Main body, Grey B.S. 9-095, Body band and Locating marks, B.R. Flame Red

Uniforms

General Notes

	sheet no.	9/01
	issued	Mar1969

The British Rail uniforms evolved as the result of an intensive study of requirements, skilful design and thorough trials in service. All uniforms are made in superior quality cloth by the most efficient tailoring methods.

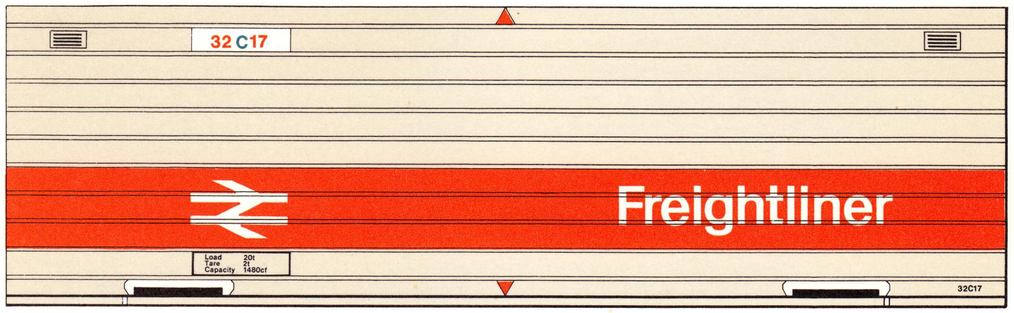
The illustrations on the sheets in this section show how the uniforms should look. Correct appearance will be achieved by good fitting and attention to detail. Correct appearance will be maintained by ensuring that the uniform is properly worn and cared for.

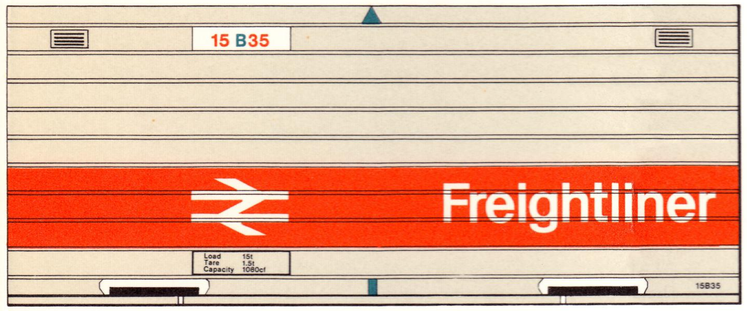
Points to note in relation to station and train crew uniforms are the collar shape with the horizontal line of its lower edges; the hang of the jacket allowing freedom of movement without bagginess, and the length of the jacket and sleeves. The jackets button up high for warmth, to keep the shirt clean and to conceal the wearing of non-uniform pullovers. The trousers are designed to be worn with braces to give the best hang, although a belt and loop are provided for use when shirt sleeve order is authorised. Eyelet holes are provided in the left breast of jackets of certain grades for approved badges and flowers. These should not be used for unauthorised badges, writing implements or carriage keys. Shirts and ties are issued to station staff to achieve greater uniformity and it is particularly important that only shirts and ties of the correct colour and style are worn.

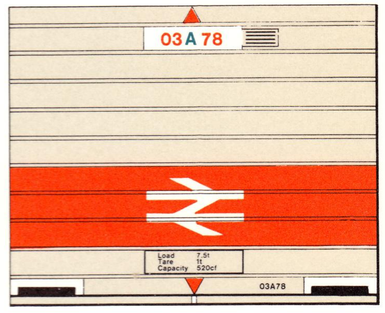
Rolling Stock Liveries

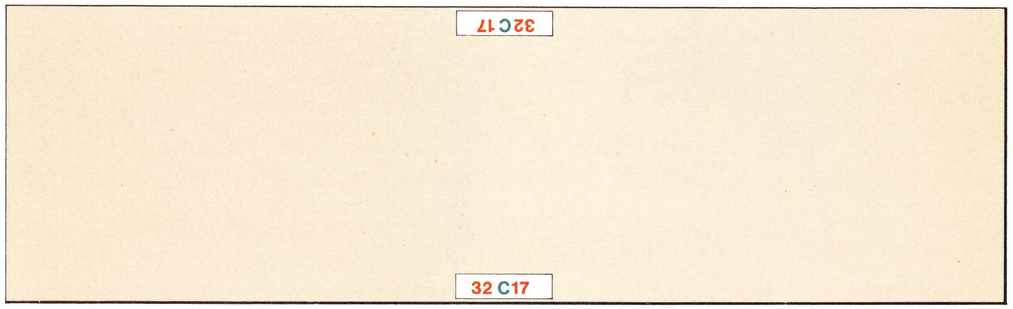
Freightliner Containers
27′-0″, 20′-0″, 10′-0″

sheet no.	8/21/1
issued	Jan 1966









Plan

FREIGHTLINER CONTAINERS 27′-0″, 20′-0″, 10′-0″ Main body, Grey B.S. 9-095
Body band and Locating marks B.R. Flame Red

Numbering of Freightliner containers

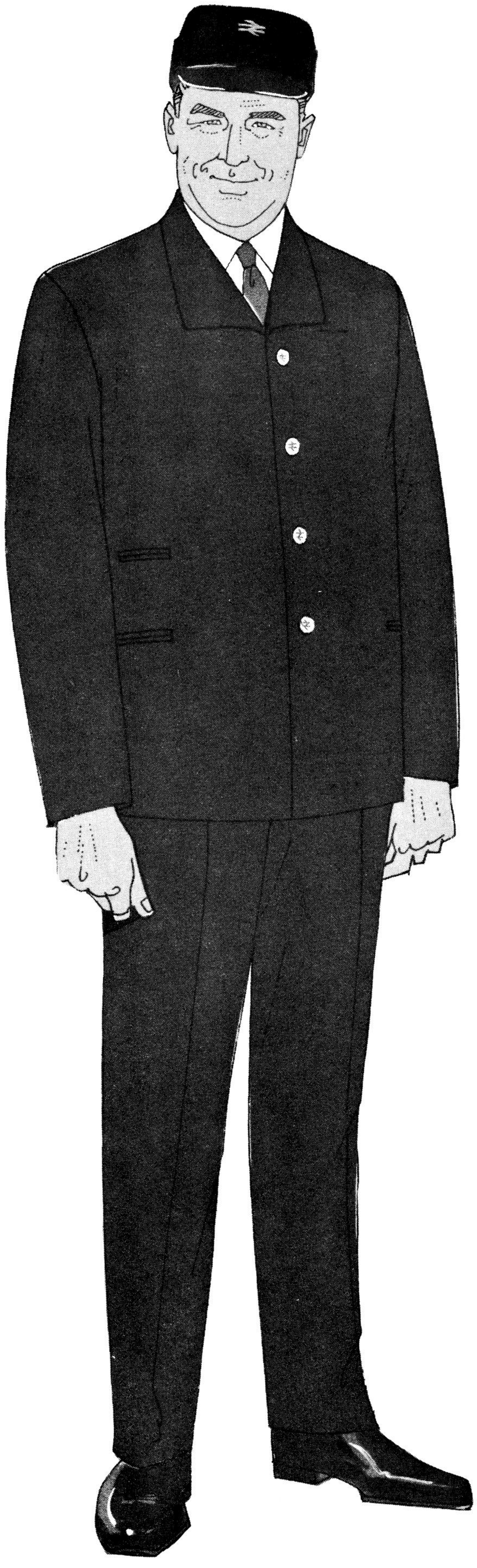
Covered. End doors		Load	Tare	Capacity
10′-0″	00A01 - 04A99	7.5 tons	1 ton	520 cu. ft.
20′-0″	05B00 - 24B99	15 tons	1.5 tons	1080 cu. ft.
27′-0″	30C00 - 34C99	20 tons	2 tons	1480 cu. ft.
30′-0″	35D00 - 54D99	20 tons	2.5 tons	1650 cu. ft.
Covered. Full length double-hinged side doors				
20′-0″	60E00 - 62E49	as above		
30′-0″	62F50 - 64F99			
Covered. Sheet-sided				
20′-0″	65L00 - 67L49	as above		
30′-0″	67M50-69M99			
Open				
20′-0″	25H00 - 29H99	as above		
27′-0″	55J00 - 56J99			
30′-0″	57K00 - 59K99			
Insulated				
20′-0″	80P00 - 81P99	as above		
27′-0″	82R00 - 83R99			
Guards caboose				
10′-0″ (nominal)	99Z00 - 99Z99			

Uniforms
Train Crew
Driver

	sheet no.	9/11
	issued	Mar1969

Train Driver

The material of the Train Driver's uniform is a worsted serge in blue-grey. Cap badge and buttons are in gold but otherwise this uniform is without lapel symbols or cuff rings. A blue sleeved vest with zip fastener down the front and a dual purpose overcoat in navy blue are also issued. The train crew Secondman has an identical uniform but in worsted/woollen serge and with silver cap badge and buttons.



Uniforms
Train Crew
Guard

sheet no.	9/12
issued	Mar1969

Guard

The Guard's uniform is blue-grey worsted serge with silver buttons, lapel and cap badges. The single grade rings on cap and cuffs are also in silver. The overcoat is dark grey. A white shirt and grey tie are worn.

Uniforms
Courier

	sheet no.	9/21
	issued	Mar1969

Courier

The female Courier's uniform consists of a tailored jacket in worsted fine twill with semi-fit front, straight back and side hacking vents; the jacket collar is standard British Rail style. The slightly flared skirt has short side wraps. The suit is designed to be worn with a white poplin blouse finished with a kite-shaped cravat.

Uniforms

Ticket Office Clerk

	sheet no.	9/22
	issued	Mar1969

Ticket Office Clerk

Ticket Office Clerks are issued with a lightweight jacket in pale grey 'Terylene' linen. The only embellishment is a gold symbol in the left lapel.

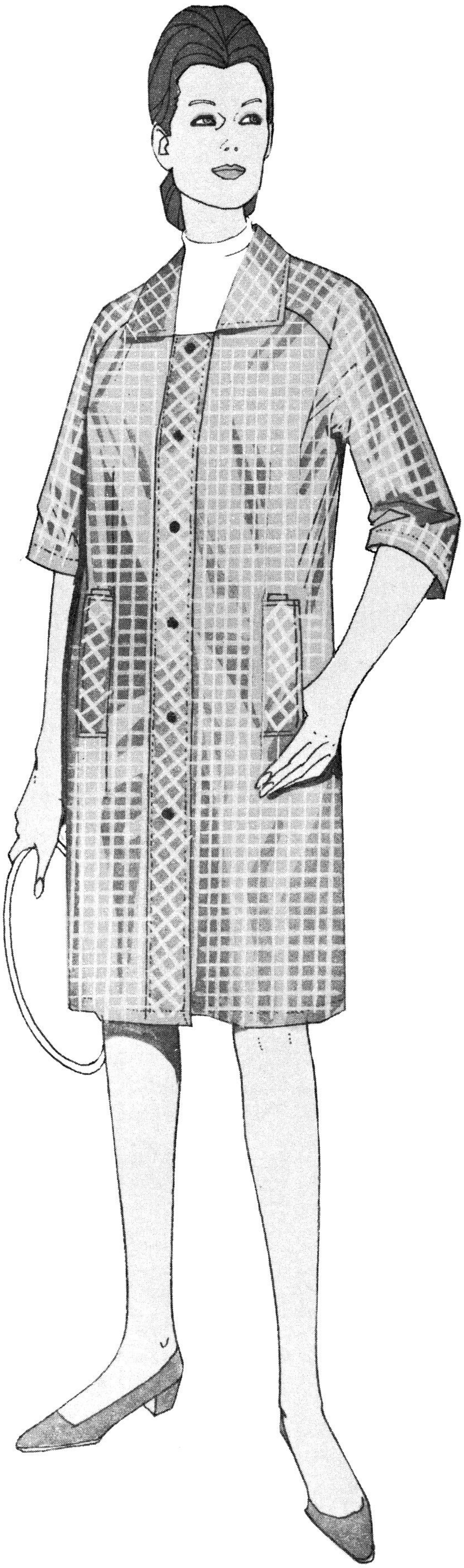
Uniforms

British Rail Catering
Refreshment Room Staff

sheet no.	9/51
issued	Mar 1969

Attendants and Supervisors

This uniform, in a Rail Blue check, has been designed to present a fresh and attractive appearance whilst being practical in use and easy to wash. It is without a belt and purposely loose fitting to allow free circulation of air within the garment. A neck gilet is supplied for wear with the overall to hide other clothes which might appear above the neckline. A matching apron will be issued where necessary.



Supervisor

A title badge is supplied to Supervisors to be worn on the right lapel.

Stationery

Letterheads A4 size (shown to reduced scale)

sheet no.	10/01
issued	Aug 1965

3 spaces

British Railways Board

222 Marylebone Road
London NW1
Ambassador 3232 Ext 1234

Director of Industrial Design

R. Brown Esq
Newland Engineering Co Ltd
Lambourne Street
London E 8

y/r RB/CD
o/r 20-7-22

Date 4 May 1965

3 spaces

Dear Mr Brown,

2 spaces

TYPING LAYOUT ON A4 SIZE PAPER

2 spaces

The left-hand margin is lined up with the printed address. On this size of paper the right-hand stop should be set five-eights of an inch in from the other edge.

2 spaces

Fold mark

International standard paper sizes are based on the metric system. For business stationery, a comprehensive matching of paper and envelope sizes has been achieved within a reduced range of sizes. This letterhead is designed for use with window envelopes which comply with regulations soon to be introduced to enable the postal services to be mechanised. It is important to type the address in the correct position. For 3-line or 4-line addresses, type 3 lines below the telephone number on both A4 and A5 paper; for longer addresses, type 2 lines down. Similar care should be taken to fold the letter and insert it in the envelope so that the address shows through the transparent window. This is made clear in the diagram below. Besides saving time in typing, window envelopes eliminate the possibility of letters being put into the wrong envelopes.

2 spaces

Where there is room, leave six spaces for the written signature and then type the name of the sender with his or her designation on the line below. The designation is not necessary where it is printed at the head of the paper. Name and designation may be omitted where the letter is informal.

2 spaces

Yours sincerely,

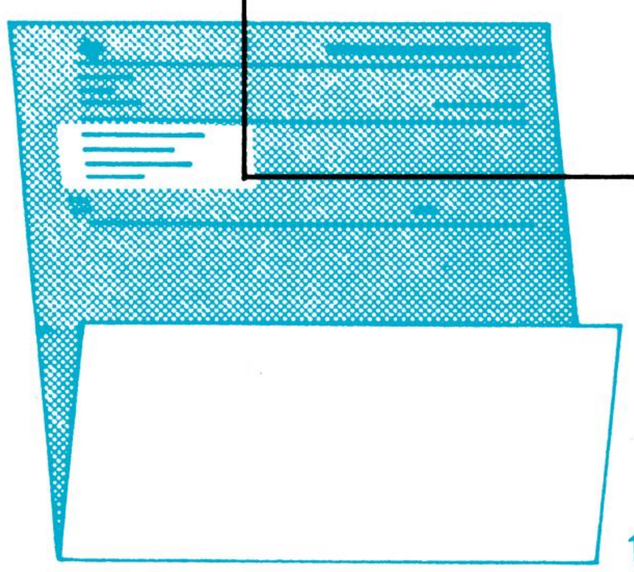
6 spaces

A.B. Smith
Add designation where not printed above

3 spaces

Enclosure

A4 actual trimmed size 210 x 297 mm/8¼″ x 11¾″



1.

2.

1. Fold bottom edge forward to mark on left hand edge
2. Fold top edge backward to first crease
3. Address is now in correct place for window envelope

Stationery
Letterheads A5 size

sheet no.	10/02
issued	Aug 1965

British Railways Board

222 Marylebone Road
London NW1
Ambassador 3232 Ext 1234

Director of Industrial Design

3 spaces

Works Manager
Newland Engineering Co Ltd
Peterborough
Northants

y/r AB/CD
o/r 20-7-22

4 May 1965

2 spaces

Dear Sir,

2 spaces

TYPING LAYOUT FOR LETTER ON A5 PAPER

2 spaces

The left-hand margin lines up with the printed address above. The right-hand stop should be set half an inch from the edge.

2 spaces

For speed and consistency all typing should be ranged to the left, including headings. If main headings are typed in capitals they need not be underlined. Where upper and lower case is used they may be underlined or not. The date should line up with the file reference number.

2 spaces

Yours faithfully,

6 spaces

A.B. Smith
Add designation where not printed above

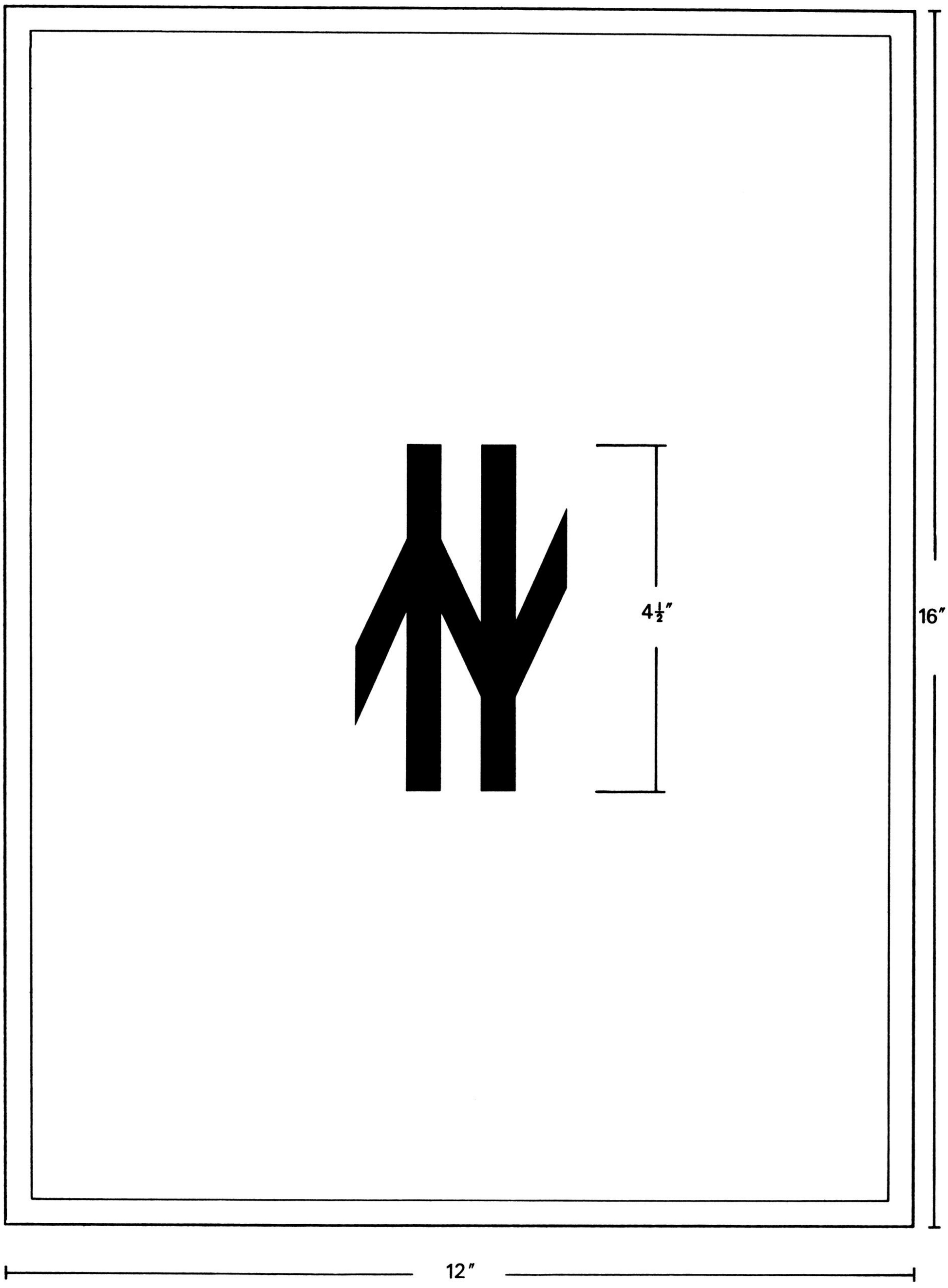
A5 actual trimmed size 148 x 210 mm/5⅞″ x 8¼″

1. Fold top edge backward to bottom edge
2. Address is now in correct place for window envelope

Miscellaneous

Applications to linen
Antimacassers

	sheet no.	11/1
	issued	Jun 1965



Standard antimacasser of cream linen with symbol (reverse version) (Jacquard loom) in white mercurised cotton. Ref. B.R. Standard Cat. No. 9/36/150.

Miscellaneous
Standard Clock Face

Sheet No	11/2
Issued	Dec 1985

Face

Standard BR clock face for station concourses and similar situations.

Face of clock: *white* (or *silver anodized*). Dial markings, hour and minute hands: *black*. Second hand: *red*.

Full-size bromide prints of dial markings (and hands) suitable for reproduction by screen printing are available from the Director of Industrial Design, BRB.

Please state whether for
(a) white (or aluminium) face
(b) internally illuminated translucent face
(c) white-on-black face.

Movement

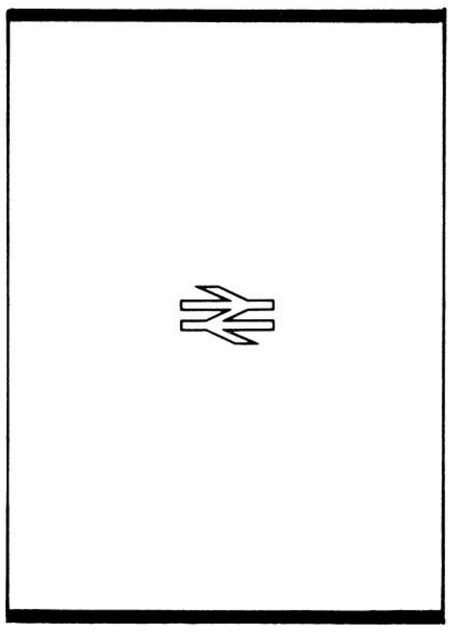
Hour and minute hands driven by half-minute impulse movement. Sweep hand driven by synchronous AC movement, synchronized with minute hand at each minute.

Sizes

Recommended sizes: 250mm, 300mm, 450mm, and 600mm diameter.

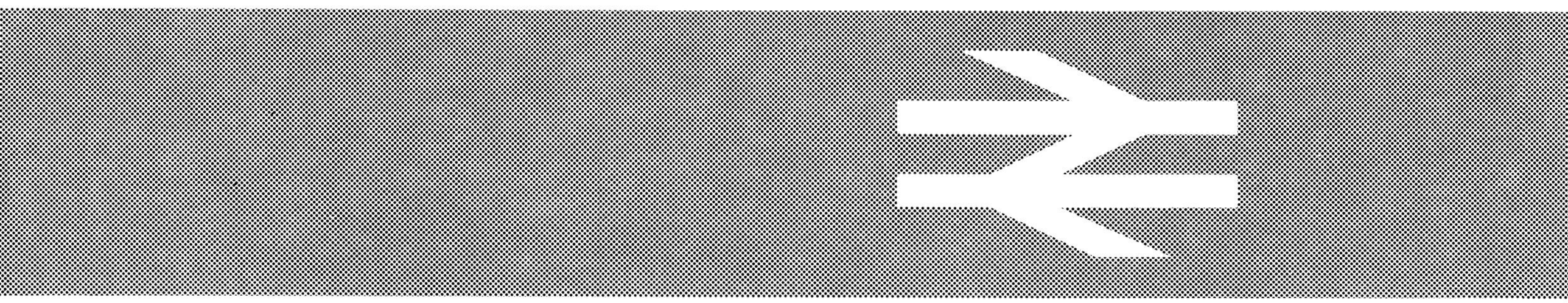
Miscellaneous Applications
Marking of Linen

sheet no.	11/2
issued	Jan 1968



Outline version of symbol, as sheet 1/14 for embroidery in BR Flame Red, 12″ wide centred as shown, for blankets catalogue nos. 2740; 2774 and 2778.

Also for stamping on mattress covers catalogue no. 31555 and cloth 8720.



1½″ band depth

Symbol on band, versions shown on sheet 1/06 to be used, at 12″ centres or as appropriate, either in self colour or white out of red band. For pillow slips catalogue no. 38247, sheets 37829, pantry cloths 8990, dusters 32320, towels 41545 and 41642 and similar articles.

1½″ band depth

Symbol with lettering for items such as Glass cloth catalogue no. 9200. Rail Alphabet to be used. Refer to sheets 1/10, 1/12/1 and 1/12/2. Design to be centred on cloth width.

Index

sheet no.	12/01
issued	Jun 1969

A

Accident Prevention Service 1/47
Advertising applications 2/01
Alphabet, see Rail alphabet
Architecture and signposting section 3
Arrows, signposting 3/14/3
Authorized applications 0/1

B

Basic elements section 1
Blue, see Rail blue
Box sign for catering 3/604
Box signs for stations 3/05
Bracket signs 3/14/4
British Rail, general use of term 0/1
  logotype for printed applications 2/01
British Rail Agents logotype 2/110
British Rail Agents window sticker 2/106
British Rail Catering, see Catering
British Rail-Continental Ltd 2/13
British Rail-International Inc 2/14
British Transport Films 2/201

C

Cambridge Ferry, MV 7/22
Car Ferry logotypes 2/16; 2/17
Carriage liveries 4/103; 4/104
Carriage livery, catering 4/302
Catering, logotype 1/48; 1/49
  printed publicity 2/301 to 2/305
  signposting 3/601 to 3/605
  staff uniforms 9/51
Colours, general note 0/1
  for acrylic sheet 3/01/3; 3/601
  for paintwork 1/30
  for printing 2/01; 2/02
  for signposting 3/11
Continental, (British Rail-Continental Ltd) 2/13

D

Direction arrows 3/14/3
Direction signs, platform 3/17
  station 3/14
  street 3/504
Dover, TSS 7/21

F

Fascia lettering, exterior 3/04
  interior 3/15
Film credit titles 2/201
Flag, land 1/46
  marine 7/11
Flame red, see Rail red
Freightliner logotype 2/22

G

Goods van livery 4/201
Grey, see Rail grey

H

Harwich/Hook logotype 2/15
Headquarters A4 letterheading 10/01
Headquarters A5 letterheading 10/02
Headquarters bulletins 2/101
House colours 1/30
House flag, land 1/46
  marine 7/11
Hovercraft logotype 2/21

I

Illuminated signs 3/01/3
Inter-City logotypes 2/19
International, (British Rail-International Inc) 2/14
Irish Seaway logotype 2/23

L

Layout, posters 2/12
  signs 3/13
  timetables (pocket) 2/251
  typewriting 10/01; 10/02
Letterheading, headquarters A4 10/01
  headquarters A5 10/02
  ships 7/902
Lettering, (see also Rail alphabet)
  general instructions 0/1
  illuminated 3/01/3
  on station facades 3/01/1
  rules for use 1/01
  typefaces 2/01/1
Line blocks 2/01
Linen, symbol applied to 11/02
Liner Trains section 8
Lineside equipment section 5
Logotypes:
  Accident Prevention Service 1/47
  British Rail, definition 1/01
    in colour 2/05; 2/06
    printed examples 1/07
    Regions 2/08; 2/09: 2/10
    shipping 2/11
    with grid 1/08; 1/09
  Car Ferry 2/16; 2/17
  Catering 1/48; 1/49
  Continental 2/13
  Freightliner 2/22
  Harwich/Hook 2/15
  Hovercraft 2/21
  Inter-City 2/19
  International 2/14
  Motorail 2/20
  Rail Drive/Godfrey Davis 2/25
  Rail Express Parcels 2/26
  Seaspeed 2/21
  Seaways 2/23
  SNCF 2/16
  Travel Agents 2/110
  Zeeland 2/15

M

Manual sheet numbering system 0/1
Marine grey 7/10
Menu cards 2/301; 2/302
Miscellaneous applications section 11
MoT street direction sign 3/504
Motorail 2/20
Multi-worded signs 3/19
MV Cambridge Ferry 7/22
MV Slieve Donard 7/23